Southern
NOVEMBER, 1952
BUILDING SUPPLIES
SERVING THE LUMBER AND BUILDING MATERIAL DEALERS IN 18 SOUTHERN AND SOUTHWESTERN STATES

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THE ALL-ALUMINUM MIAMI AWNING WINDOW

Here's a window that pays big dividends to builders everywhere.

LOW MAINTENANCE — 63-ST5 extruded aluminum alloy sections require no painting...stay clean, bright and strong. No maintenance except for occasional oiling of operator. Vents can't warp, swell or stick.

EASY INSTALLATION — Window has standard half inch flange all the way around.

EASY OPERATION — Special patented balance rod (concealed) actuates both ends of vent sections at the same time, giving free and easy opening and closing.

POSITIVE CLOSING — Overlapping flanges.

HEAVY-DUTY ALUMINUM OPERATOR — Critical parts of stainless steel.

WEATHERSTRIPPING — Concealed—made of tough plastic.

SIZE FLEXIBILITY — Made to fit any width up to 6'2" and to any height.

QUICK DELIVERY — Quick delivery on special size windows as well as standard windows.

MIAMI *awning* WINDOW

W-SEE OUR CATALOG S SWEETS FILE

Become a factory-authorized dealer—write, wire or phone Dept. S-B-10.

QUALITY APPROVED A-A1

MIAMI WINDOW CORPORATION 5200 N. W. 37th Avenue, Miami 42, Florida

SOUTHERN BUILDING SUPPLIES is published monthly at 116 E. Crawford St., Dalton, Ga., by W. R. C. Smith Publishing Company, Dalton and Atlanta, Ga. Executive and Editorial Offices: 806 Peachtree St., N.E., Atlanta 5, Ga. Acceptance under 34.64 P.L.&R. authorized.

Volume 7 Number 11

Plyfloor

HOT PRESS LAMINATED

HARDWOOD BLOCK FLOORING

INCREASES YOUR PROFITS

MULTI-PLY CONSTRUCTION

PLYFLOOR blocks assure longer lasting floors that retain their richness of appearance with little cleaning and waxing . . . muffles footfall noises . . . will not creak.

EASY TO INSTALL

Precision cut PLYFLOOR has "Universal" tongues and grooves, no lefts or rights . . . can be picked from carton and automatically placed in position for precision fit.

LONG LASTING BEAUTY

The amazing durability of PLYFLOOR oak blocks is matched only by the lasting beauty that remains unscarred under unbelievable conditions.

ECONOMICAL

Pre-finished PLYFLOOR requires no costly sanding, sealing or waxing after laying. Can be used over old floors by using either mastic, adhesive or blind nailed.

Here's the simple, profitable way to give your customers better results in less time . . . PLYFLOOR is quick and easy to install . . . often can be installed more economically than sanding, sealing or refinishing old, worn floors. Modern PLYFLOOR is entirely waterproof, can be laid on practically any kind of subfloor. For speedy handling and laying Plyfloor blocks are carefully packed to insure easy access as needed.

For Further Information — Call, Write or Wire

DIXIE LUMBER CO., Inc.

8201 FIG STREET, NEW ORLEANS 9, LA.

"Competition means nothing to us now that . . .

EVERYTHING HINGES ON HAGER!"*

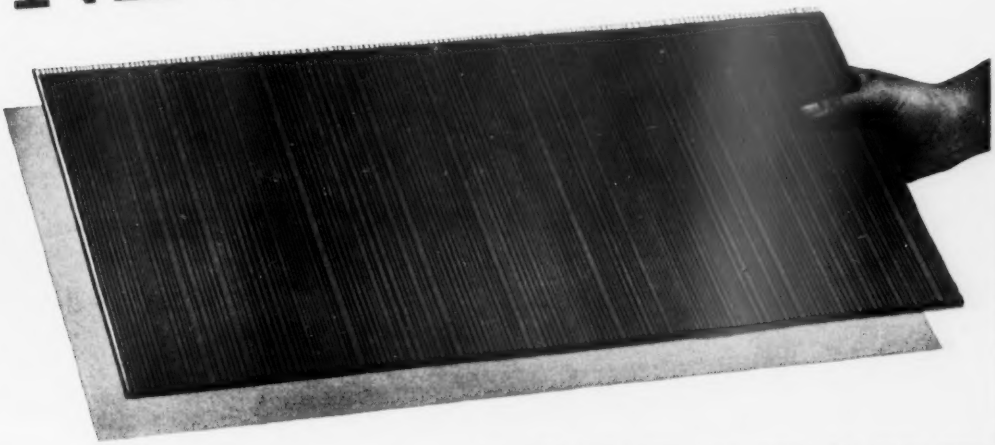
C. Hager & Sons Hinge Mfg. Co. • St. Louis, Mo.

Founded 1849—Every Hager Hinge Swings on 100 Years of Experience

HAGER HINGES *®

NOW! Cash in on the nationwide boom in Exterior Color

NEW profit-builder from Asbestone



✔ **New deep-grain texture!**
✔ **New color harmony!**
✔ **Same lifetime durability!**
✔ **Same low price!**

CHROMA-TEX SIDING SHINGLES have a deep, natural-looking texture. Color is two-toned—dark in the valleys, light on the ridges—for a pleasing *new* kind of decorating effect that lends itself perfectly to modern color-planning ideas for exteriors. Like all Asbestone products, *Chroma-Tex* Siding Shingles are rock-like in their ruggedness—fireproof, weatherproof, rot-proof, termiteproof. Made of asbestos-cement, they need no painting, no preservative treatment, no maintenance of any kind.

Put more color, more style, more SELL into every home you build — at no increase in cost.

Give home buyers the rich, textured effect of the costliest sidings on the market — for the same price as regular asbestos shingles.

Use any of 5 appealing CHROMA-TEX colors to style exteriors with true "decorator harmony."

ASBESTONE
Chroma-Tex
SIDING SHINGLES

COLORS: Twilight Gray • Poplar Green • Pheasant Brown
Dusty Coral • Mellow Ivory

ASBESTONE CORPORATION
5390 Tchoupitoulas St., New Orleans 15, La.

Please send me samples and full information on NEW CHROMA-TEX Siding Shingles.

NAME _____

FIRM NAME _____

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ASBESTONE—Rugged as the rock it's made from

Roofing & Siding Shingles **Wallboard** **Corrugated Roofing & Siding**

Jackson

automatic · electric
FLOOR FURNACES

BETTER SALES FOR YOU . . . BETTER HEATING FOR YOUR CUSTOMERS!

Now—a new dependable electric floor heater to solve your construction problems. Just cut the hole in the floor, insert the furnace, wire it up and turn it on. This simple procedure will save you time and money whether you build one or one hundred houses.

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EXCELL ENGINEERING & SUPPLY, INC.
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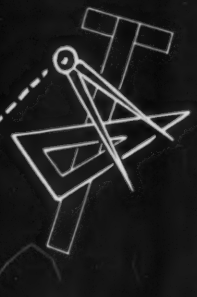
Model Number	FF-333	FF-335	FF-338
Kilowatts	3	5	8
Floor Opening	14¼"x24¼"	14¼"x30¼"	20¼"x30¼"
Overall Grill	16"x26"	16"x32"	22"x32"
Depth	20	20	20
Approx. BTU Output per Hr.	10,002	16,670	26,672
Ampere Rating	12.6	21.7	34.7
Approximate Shipping Wt.	35 lbs.	50 lbs.	100 lbs.

230 Volts A.C. Only

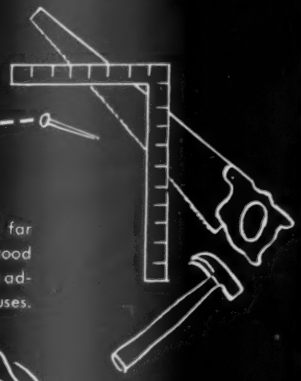
W. L. JACKSON MANUFACTURING COMPANY
1222 East 40th Street
CHATTANOOGA, TENNESSEE

Sales Appeal IS BUILT RIGHT INTO THIS *EASY TO SELL* WOOD AWNING WINDOW

PERFORMANCE PROVEN in thousands of buildings in every clime during the past twelve years.



ARCHITECTS rate Gate City 100% in all specifications...recognize their *Beauty* and balance with any style of architecture.



BUILDERS claim they cost far less to install than other wood windows . . . have distinctive advantages that help sell houses.

OWNERS are enthusiastic about their climate control features, *safety advantages* and low cost maintenance.

Gate City
Wood AWNING WINDOWS

Perma-Treated for lifetime service

GATE CITY adds prestige and profit to any building supply dealer's window line!

GATE CITY SASH & DOOR CO.

"Wood Window Craftsmen Since 1910"

P. O. BOX 901, FORT LAUDERDALE, FLORIDA

Sea Swirl

T. M. REG

Here is the *new look* in ceilings. It is achieved with *Sea Swirl* decorative plywood, made from superior grades of Douglas fir plywood. This three dimension plywood is beautiful, practical and versatile. Interior and exterior types are available in 4′ x 8′ size, 5/16″ thickness (other sizes on special order). Uses are unlimited in remodeling or new construction: for ceilings, walls, built-ins, furniture...*Sea Swirl* is available at APMI sales warehouses. Contact the one nearest you or write for illustrated booklet.

APMI

Producers of Sea Swirl, Douglas fir plywood, mahogany faced plywood, Plyron, Handy Panels.

Associated Plywood Mills, Inc.

GENERAL OFFICES: EUGENE, OREGON
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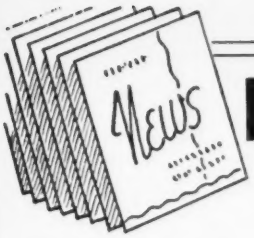
SALES WAREHOUSES: 4268 Utah Street, St. Louis, Mo.; 4814 Bengal Street, Dallas, Texas; 4003 Coyle Street, Houston, Texas; 1026 Jay Street, Charlotte, N. C.; 111 Welborn Street, Greenville, S. C.; 925 Toland Street, San Francisco, Calif.; Eugene, Oregon.

SALES OFFICES: 31 State Street, Boston, Mass.; 1854 Brae Burn Road, Altadena, California.



HELPFUL Booklets FREE

3. Color Schemes for White Houses. Pocket-size book illustrates new color schemes for outside trim. Shows how revolutionary new White ONE-KOATT House Paint saves home owners hundreds of dollars. Valuable for promoting sales of exterior paints. The Peaslee-Gaulbert Paint and Varnish Company, Louisville, Ky.

13. Sash Balance. New Pullman Pigmy sash balance, the "world's smallest and lightest weight true counter balance," is described in a new catalog sheet. Installation of balance, which fits into sash itself, is explained. The Pullman Manufacturing Corporation, 325 Hollenbeck Street, Rochester 5, N. Y.

15. Plastic Tileboard. New folder shows patterns of Afco plastic tileboard and contains samples of the 10 shades in which it is made. Another booklet pictures various metal trims and moldings used with this tileboard. A full-color consumer folder is also available. The A and F Tileboard Company, Box 4085, Alexandria, La.

19. Metal Moldings. A 20-page illustrated catalog shows the many types of Premier aluminum and stainless steel moldings and trims. It gives their uses, application, and dimensions. A price list is included. Metal Trims, Inc., P. O. Box 1072, Youngstown, Ohio.

21. Hunter Zephair Fans. A new eight-page illustrated catalog on fans for homes and industry. It includes function and installation data about unit containing fan, motor, shutter, and switch. Hunter Fan and Ventilating Company, 400 S. Front St., Memphis, Tenn.

23. Heatilator Fireplaces. Booklet tells how Heatilator unit efficiently circulates heat and adds profits on fireplace sales. Heatilator, Inc., Syracuse 5, N. Y.

29. Awning Windows. Illustrated Catalog No. 89 gives sizes and types, specifications for the complete unit and hardware specifications, and construction data on Gate City Awning Windows. Prices, discounts and complete architectural file are available. Write The Gate City Sash and Door Co., P. O. Box 901, Fort Lauderdale, Florida.

31. Asbestos-Cement Products. Colorful new booklet contains many photographs of residential and commercial installations of Asbestone asbestos-cement building products. It also contains information on the company, its engineering and estimating service, and its testing of materials. The Asbestone Corporation, 5300 Tchoupitoulas Street, New Orleans, La.

33. Laminated Wall Panels. Two full-color booklets show photographs of rooms with ceilings and walls covered with Upson laminated panels. "New Interiors for Old" suggests remodeling ideas, tells how Upson panels are put over old walls. "Upson Laminated Panels—For Crackproof Dry-Bilt Construction" gives information desired by builders and architects. The Upson Company, Lockport, N. Y.

37. Folding Stairways. New folder describes uses, installation, and sizes of Wel-Bilt Fold-A-Way attic stairway. Operations are well illustrated Wel-Bilt Products Company, Box 96, Memphis, Tenn.

41. Waterproof Adhesives. Two-color circulars and envelope stuffers describe Miracle waterproof adhesives, including Black Magic adhesive, wallboard cement, tub-caulk, and ceramic tile cement. A colorful brochure on "Construction by Adhesion" is available. The Miracle Adhesive Corporation, 214 East 53rd Street, New York 22, N. Y.

43. Applications of Asphalt Roof. "Good Application Makes a Good Roof Better," summarizes application practices for all types of asphalt roofing, with related data for roofing selection. The Asphalt Roofing Industry Bureau, 2 West 45th Street, New York 19, N. Y.

47. Flexboard. A new handbook contains complete information about cutting and working asbestos Flexboard for all indoor and outdoor applications. Johns-Manville Corporation, Box 290, New York 16, N. Y.

55. Fiber Wallboards. Folders are offered with information on colors, appearance, and uses of Duo-Tone and Pebbled Perfect-O-Cell fiber wallboards. The Plastergon Wall Board Company, Philadelphia Avenue, Buffalo 7, N. Y.

57. Window and Attic Fans. Two 1952 bulletins have been published by Reed Unit-Fans, Inc., 1001 St. Charles Ave., New Orleans, La. A new line of 20", 24" and 30" 2-speed window fans along with the established line of reversible window and attic fans are described in these bulletins.

61. Aluminum Awning Windows. Catalog shows standard types and sizes of Miami aluminum awning windows. Installation data and details of air infiltration tests are included. The Miami Window Corporation, 5200 N. W. 37th Ave., Miami 42, Fla.

SOUTHERN BUILDING SUPPLIES
806 Peachtree St., NE November, 1952
Atlanta 5, Ga.

Gentlemen:
Please send me the bulletins and catalogs indicated.

(Print Plainly)

Name ..... **Title** .....

Company .....

Address .....

City & State .....

Circle numbers below. Bulletins and catalogs will be mailed promptly.

3	13	15	19	21
23	29	31	33	37
41	43	47	55	57
61	63	65	73	85
87	91	93	95	97
107	117	139	141	143
145	155	157	159	161
163	165	169	171	
175	177	179	181	

Concrete has got to fit, too!

. . . that's why changes in conditions call for changes in the air entraining concrete you mix.

Today more and more construction men are joining the parade of those who know that to insure the best of quality on their concrete jobs . . . *they must fit their materials to suit the circumstances!*

But you can't ask for changes in air entraining cement because it's a standardized product—made according to strict Federal and ASTM specifications to fit the "average" job . . . Wise construction men know, however, that different jobs call for different degrees of air entrainment. They know that a multitude of circumstances cause variations in the amount of air actually entrained. Varying conditions and location of each job, variations in the aggregate used, the temperature, even the condition of your mixer blades—all these and more affect air entrainment and often result in uncontrolled physical changes in your concrete.

That's why you'll find the easy answer lies in adding the *required* amount of any well known air entraining agent to regular portland cement at the mixer . . . That way you'll always be *sure* of concrete that's "tailor made" for the job. Remember—use air entraining cement only when you're sure it "fits." And remember, too—air entraining or regular portland, there's no better cement than Marquette!

If you have any problems or questions on the use and mixing of air-entrained concrete, the Marquette Service Engineer will be glad to help and advise you—contact any Marquette office.

Marquette Cement

MANUFACTURING COMPANY

SALES OFFICES: Chicago • St. Louis • Memphis • Jackson, Miss. • **PLANTS:** Oglesby, Ill. Des Moines, Ia. • Cape Girardeau, Mo. • Nashville, Tenn. • Cowan, Tenn. • Brandon, Miss.

PORTLAND • HIGH EARLY STRENGTH • AIR ENTRAINING • MASONRY

Marquette Cements

63. Home Insulation. A new 16-page catalog tells the story of Insulite insulating wool batts, blankets, and pouring wool, made of Fiberglas. Application instructions and specifications are included. Insulite, 500 Baker Arcade Building, Minneapolis 2, Minn.

65. Rock Wool Insulation. Folder lists types and sizes of rockwool insulation products with application instructions. "K" factors and "U" values are given with diagrams of typical construction, with and without insulation. The National Gypsum Co., 325 Delaware Ave., Buffalo 2, N. Y.

73. Kitchen Ventilation. Advantages of Trade-Wind Clipper ceiling and kitchen cabinet ventilators are described in new literature which points out exclusive features and gives complete specifications. These ventilators can be used in kitchens, bathrooms, laundries, dens and commercial establishments. Trade-Wind Motorfans, Inc., 5703 South Main Street, Los Angeles 37, Calif.

85. Farm Book. New 16-page book showing uses of Celotex products in service buildings and the home. Fully illustrated. Includes detail drawings of application. For selective distribution to farm building or remodeling prospects. The Celotex Corp., 120 S. LaSalle St., Chicago 3, Ill.

87. Outdoor Fireplaces. A wide variety of outdoor fireplaces and grilles with descriptions and directions for building them are contained in the attractive booklet, "Donley Outdoor Fireplaces." It gives selling points of Donley fireplace forms. Copy free if requested on company letterhead. The Donley Brothers Company, 13900 Miles Avenue, Cleveland, Ohio.

91. Rustproof Screening. Dealer helps for Lumite saran screen cloth include newspaper ad mat service, window decals, consumer folders, streamers, and a price calculator that shows dealer's selling price on all sizes of Lumite screening. The Lumite Division, Chicopee Manufacturing Corporation, 40 Worth Street, New York 13, N. Y.

93. Disappearing Stairways. A detailed drawing that shows the workings of the Myer-Lee disappearing stairway, as well as specifications, is contained in a new pamphlet. A description of this FHA-approved unit is given on the back. The Foldaway Stairway Company, Inc., 813 Seaboard Street, Portsmouth, Va.

95. Paint Thinner. Tandrotine—a pleasant-smelling, non-toxic paint thinner—is described in a new two-color folder. It is said to be excellent for cleaning brushes, removing paint and grease, dissolving wax, and other household uses. Turpentine and Rosin Factors, Inc., Savannah, Ga.

97. Wood Window Promotion. Literature describes newspaper mats, direct mail pieces, movie trailers, radio spot announcements, billboards, and television advertising of wood windows. All are offered dealers at nominal cost. Wood Window Information Service, 38 S. Dearborn Street, Chicago 3, Ill.

107. Red Cedar Shingles. A 100-page handbook describes proper methods of applying Certigrade shingles on roofs and exterior walls. This illustrated "shingle encyclopedia" is designed for dealers, architects, and builders. The Red Cedar Shingle Bureau, 5510 White Building, Seattle 1, Wash.

117. Southern Pine Lumber and Oak Flooring. Write for complete information on prices, quantity and quality. Also, yellow poplar, red cedar closet lining and K.D. Pine Flooring. W. J. Word Lumber Co., Scottsboro, Alabama.

139. Superlite Prefinished Wallpanels are now individually sampled in a pocket-size color-range folder. The sample container is 4" square, and holds an actual 4"x4" sample of Super-lite Wallpanel. In addition, the folder carries color chips, of the twelve available colors. Sheet sizes and other pertinent information are shown on the back. Superior Wall Products Co., 4401 N. American Street, Philadelphia 40, Pa.

141. Steel Casement Windows. Folder 102s with illustrations, details, diagrams and sizes describes Hope's Residence (Holford) Casements and Picture Windows, Hope's Basement and Utility Windows and Hope's type "H" Standard Doors. Hope's Windows, Inc., Jamestown, N. Y.

143. "How-ell-dor" Garage Doors. Attractive new 10-page catalog illustrates and describes styles and sizes of "How-ell-dor" sectional Upsweep residential and commercial garage doors. Technical data are also supplied for Howell's garage door accessories. The Howell Mfg. Co., Cottman St. and Hasbrook Ave., Philadelphia, Pa.

145. Gas and Electric Water Heaters. Two bulletins, in color, devoted to Jackson automatic gas and electric water heaters, have been announced by W. L. Jackson Mfg. Co., Inc., P. O. Box 26, Chattanooga 1, Tenn. Table-top and round electric heaters, as well as floor furnaces, are described in one; Jackson's 20- and 30-gallon gas heaters in the other. Warranties on both gas and electric models are explained.

155. Aluminum Nails, Fencing, Roll Valley, Clothesline Wire. Four two-color data sheets picture and describe Nichols aluminum products. The 12 nail types come in many sizes. The Nichols Wire and Aluminum Company, Davenport, Iowa.

157. Storage Walls, Cabinets. Folder pictures latest additions to Bilt-Well cabinet line. Cabinets can fit together to form storage wall for various rooms; built-in vanities for bedrooms and baths; complete kitchen storage areas. The Carr, Adams and Collier Company, Dubuque, Iowa.

159. Ready Hung Doors. Folder No. 1050 describes this new door and frame packaged unit which installs in 20 minutes. Shows steps of installation, features and specifications. Folder No. 1451 contains 36 Cartoons illustrating reasons why Ready Hung Doors save Time, Labor, Money, Waste, Worry and Skill. Ready Hung Door Corporation, Dept. S, Neil P. Anderson Bldg., Fort Worth 2, Texas.

161. Ready-Trimmed Window Units. Outside-inside trimmed Fenestra residence steel casement units are covered in 4-page folder, RE-23. Includes table of casement types and sizes, installation details and information on hardware, inside screens and inside storm sash. Detroit Steel Products Co., 3227 Griffin, Detroit 11, Mich.

163. House sewer pipe. 2-color folder explains the relative merits of various materials available for constructing house sewers. Gives typical case histories, with photos, including clay pipe house sewers that have endured many decades. BULLETIN 250, W. S. Dickey Clay Mfg. Co., 922 Walnut St., Kansas City 6, Mo.

165. Window Sash Balance. Catalog pages describe spiral balance in detail and list correct balance for various size and weight windows. Caldwell Manufacturing Co.; Dept. CLP, world's only manufacturer of both tape and spiral balances, 63 Commercial St., Rochester 14, N. Y.

169. Jalousie Window Units. Pro-Tect-U jalousie window units are pictured and explained in a new catalog sheet. It tells how assembly is possible at building site with only screwdriver, how glazing is a matter of slipping panes in place and bending down tabs. The Pro-Tect-U Jalousie Corp., Coral Gables, Fla.

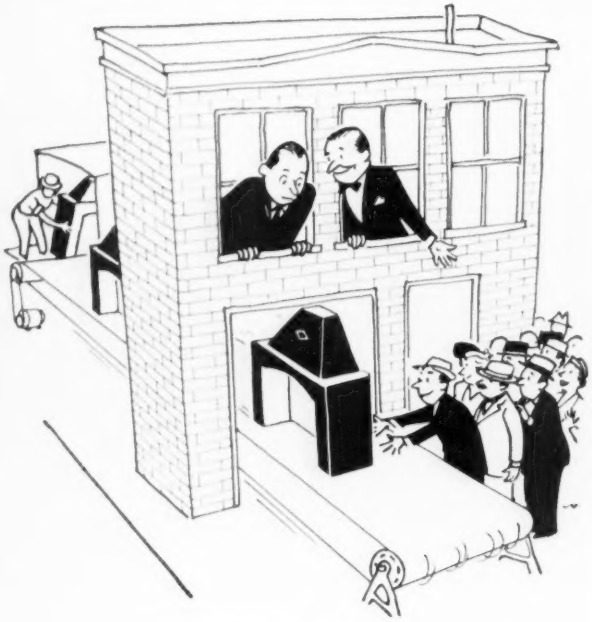
171. Steel Casements. A new catalog is offered on Steelcraft residential steel casement windows, picture windows, apartment windows, screens, storm sash, lintels, and other window products. Models are sketched in detail. The Steelcraft Manufacturing Co., Rossmoyne, Ohio.

175. Glass Jalousies. Increasingly popular glass jalousies with aluminum frames are pictured and sketched in detail in a new brochure and catalog sheets. Also available in all-aluminum models for privacy. The Weathermaster Jalousie and Window Mfg. Co., P. O. Box 728, North Miami, Fla.

177. Resolite translucent structural panels. In a 12 page multicolor catalogue. Resolite panels of Fibreglas-reinforced resin plastic are completely described, including technical data on structural strength and light transmission for the eight standard colors. A table gives standard sizes, corrugations, and weights. Methods of application for structural and decorative uses are shown. Resolite Corporation, Zelienople, Pennsylvania.

179. Hide-A-Stair (Collapsible Metal Attic Stairway). Easily installed, weighs no more than wood. Write for detailed brochure, prices and discounts. Hawkins Iron Company, Inc., P. O. Box 670, Birmingham, Alabama.

181. Tapeless Venetian Blinds. Two-color folder pictures and explains Alum-No Tape aluminum venetian blinds that have neither cord nor tape. They are operated by turning a small wheel. Easily installed, they attach to two hooks at the top of the window, snap into position at the bottom. The Alum-No Tape Venetian Blind Corp., P. O. Box 3041, Miami 6, Fla.



"Had to install it when I took on the Heatilator Fireplace"

HEATILATOR* UNITS ARE EASIER TO SELL BECAUSE:

1. Smokeless, trouble-free fireplace operation is what your customers want. The Heatilator unit gives them this *plus* the great advantage of circulated heat.

2. Over ¼ Million satisfied customers are proof of its efficiency and quality.

3. Consistant national advertising pre-sells Heatilator units for you with hard-hitting, convincing messages to architects, builders and home owners.

The Heatilator Fireplace has been America's leading heat circulating fireplace since 1927. It's first choice among the nation's foremost architects and contractors who demand the best in quality and performance. Write today for complete specifications. Heatilator, Inc., 3511 E. Brighton Ave., Syracuse 5, New York.

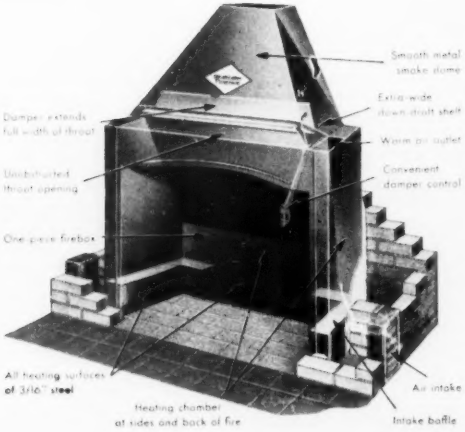
*Heatilator is the reg. trademark of Heatilator, Inc.

YOU MAKE MORE MONEY

...SELLING THE

HEATILATOR FIREPLACE

T. M. REG. U. S. PAT. OFF.



"BLINDFOLD TEST" BY DEALER PROVES L·O·F EASIEST TO CUT!

Joseph Stastny reports:

"I liked the smooth feel of the cut I ran on Brand "C". It was sure the easiest to cut. Wasn't grainy at all."

In the La Grange Hardware Company store, Mr. Stastny tried cutting four unidentified brands of single-strength window glass. The labels had been removed and each 12" x 16" piece was marked "A", "B", "C", or "D".

Without hesitation, Mr. Stastny picked "C".

Brand "C" was L·O·F.

Try The Test Yourself

Compare L·O·F with any other brand! Try angle cuts. Try curves. Try narrow cuts, wide cuts, long cuts, light or heavy. You'll see why you'll have fewer bad cuts—less waste and more profit—with L·O·F.

Why? Because slow annealing makes L·O·F window glass less *brittle*. So it's a better buy for your customers, too.

If you do not stock this quality sheet glass, order from your nearest L·O·F Distributor. These local businessmen are listed under "Glass" in the yellow pages of phone books in principal cities throughout the country. And send for your free booklet, "For Greater Profits on Window Glass". Write Libbey·Owens·Ford Glass Company, 70112 Nicholas Building, Toledo 3, Ohio.

LOF GLASS

LIBBEY·OWENS·FORD *the easy-to-cut* **WINDOW GLASS**

What can your builder learn from a two-toed sloth?

THE SLOTH is a slow-moving, exclusively arboreal edentate mammal. It inhabits the tropical forests of South and Central America. Its limbs are long and provided with long curved claws. The ears and the tail are rudimentary. The hair is long, coarse, and crisp, greenish brown or gray in color, closely harmonizing with the moss and foliage in the trees. The sloth hangs from the branches back downward in order to locate choice leaves, fruits and berries on which he feeds to his heart's content.

Yes, the sloth looks *under* the coverage to get at the real value he's after. Builders who look *under* the roof covering they use will also find the meat of an important coconut! Under most types of roof covering, they find that *solid* sheathing is an absolute requirement. Under a cedar shingle roof, sheathing boards are spaced so that only half as much lumber is required.

Yes, the cost of spaced sheathing is only about half as much as solid sheathing. And it costs much less to apply! You can count on saving about $200 on sheathing and its application when you roof this year's typical house with *cedar* shingles. Normally, you will find that this saving more than makes up for the difference in cost of quality cedar over substitute material.

Now—sharpen your pencil. Figure it out for yourself. Figure the comparative costs of *cedar shingles laid on spaced sheathing* as against *substitute roofing applied on solid sheathing*. You'll find that savings on sheathing make a roof of CERTIGRADE cedar shingles a very economical buy. For your free "Roof Cost Estimating" form, write:

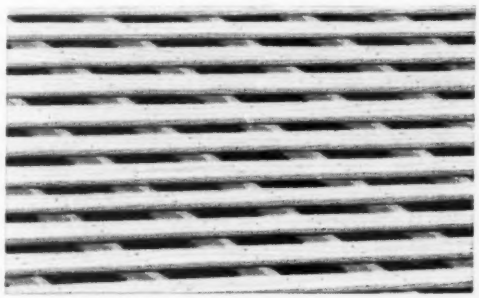
RED CEDAR SHINGLE BUREAU

5510 White Building, Seattle 1, Washington

509 Metropolitan Building, Vancouver 1, B. C., Canada

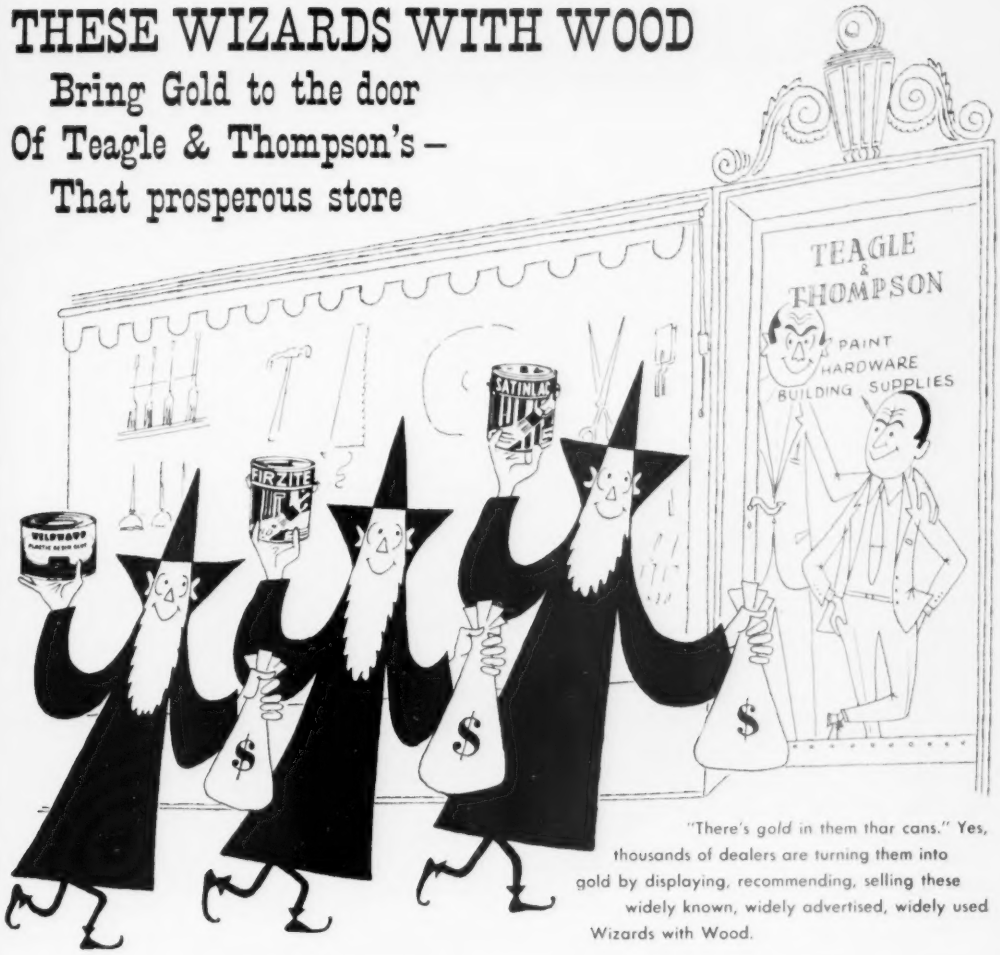
★ ★ ★ ★ ★ ★ ★

Half the lumber, half the labor — you save when you build roofs with genuine CERTIGRADE red cedar shingles



THESE WIZARDS WITH WOOD

Bring Gold to the door Of Teagle & Thompson's – That prosperous store



"There's *gold* in them thar cans." Yes, thousands of dealers are turning them into gold by displaying, recommending, selling these widely known, widely advertised, widely used Wizards with Wood.

UNITED STATES PLYWOOD CORPORATION, New York 36, N. Y.
and U.S.-MENGEL PLYWOODS, INC., Louisville 1, Ky.

Branches in Principal Cities — Distributing Units in Chief Trading Areas

Largest Selling Wood Glue —

WELDWOOD® PLASTIC RESIN GLUE

For making things or fixing things, recommend Weldwood Glue—for all wood-to-wood bonds and many other uses. Makes joints stronger than the wood itself. Mixes easily with water. Stain-free, rot-proof, highly water-resistant! For hobbyists, home owners, contractors, carpenters! In self-selling display cartons! 10c, 15c, 35c, 65c, 95c; 5 lbs., 10 lbs., 25 lbs.

Blond or pickled effects call for

WHITE FIRZITE®

Recommend WHITE Firzite for magical woodsy effects on hardwood or soft, plywood or solid lumber. For light pastel tones, recommend WHITE Firzite tinted with Colors-in-Oil. For soft wood and fir plywood *paint* jobs, recommend WHITE Firzite as an undercoat, to help prevent grain raise or checking. (For soft wood or fir plywood *stain* jobs, recommend CLEAR Firzite, to tame wild, unsightly grain. Over 40 million feet of fir plywood sold every week—what a market for Firzite!)

Big demand for natural wood finishes, sells

SATINLAC®

The big modern style trend is for light natural wood finishes—on furniture, wood panelling and woodwork. When customers ask you what to use, you'll make friends by recommending SATINLAC. It brings out and preserves the natural grain and color-beauty of any plywood or solid wood. Water-clear Satinlac avoids that "built-up" look. Easy to brush or spray; dries "dust-free" in 20 minutes, ready for next coat in 3 or 4 hours.

In pints, quarts, gallons, drums.

... from ROOF to FOUNDATION—

with SSIRCO DISTRIBUTED PRODUCTS

Make More Money with This Easy-to-Sell Line of Quality Products with Well-Known Names

HERE is your opportunity to sell almost every building and repair need for the home and industry. Sell the complete line of SSirco-distributed products. Each product is profitable. Each is easy to sell. Each is a quality product—a well-known name. And you get prompt *Overnight Delivery* or *Drive-In Pick-Up* from one source of 16 Warehouses at strategic points throughout the South. Add free selling-aids, and you have the combination for real profits.

SSIRCO®

Manufacturers & Distributors

SOUTHERN STATES

OVERNIGHT SERVICE FROM

Savannah, Ga. **Albany, Ga.** **Orlando, Fla.** **Miami, Fla.**

Atlanta, Ga. **Augusta, Ga.** **Tampa, Fla.** **Jacksonville, Fla.**

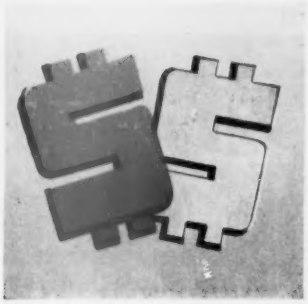
What's *YOUR* sidewall problem?

FINISHING?

With SHAKERTOWN SIDEWALLS, more homes are completed faster at minimum cost. The fast, easy application means less skilled labor required.

WEATHER?

Because they're factory-stained, SHAKERTOWNS come ready to apply, regardless of rain or snow. Costly weather delays are eliminated.



SAVINGS?

SHAKERTOWN SIDEWALLS increase the property value, hold down the cost of upkeep. Cut down fuel bills in winter; keep homes cooler in summer.

SUPPLY?

Deliveries are faster because SHAKERTOWN plants, warehouses and distributors are strategically located throughout the United States. All are equipped for main-line rail service.

SELLING?

SHAKERTOWN SIDEWALLS build homes of distinctive styling and appearance. Deep shadow lines and rich colors enhance the beauty of architectural design.

REMODELLING?

Old homes take "a new lease on life" with double-coursed SHAKERTOWNS applied right over any type of existing sidewall material. A ship-lap nailing guide is all you need to do the job.

SHAKERTOWN Sidewalls Solve Them All!

If you're not now selling these premium grade, double-coursed, sidewall shakes, find out how you can sell more and profit more with SHAKERTOWN SIDEWALLS. Folders, literature, displays—in color—plus a host of other sales aids are available.

For full details, wire or write the address below — today.

THE PERMA PRODUCTS COMPANY
7001 Morgan Avenue Cleveland 27, Ohio

IRON ROOFING CO.

16 BRANCH WAREHOUSES

Birmingham, Ala. Nashville, Tenn. Louisville, Ky. Raleigh, N. C.
New Orleans, La. Memphis, Tenn. Columbia, S. C. Richmond, Va.

SIRCO
Manufacturers & Distributors

HOLD IT!

...WITH AUTOMATIC BRAKE LOCK...

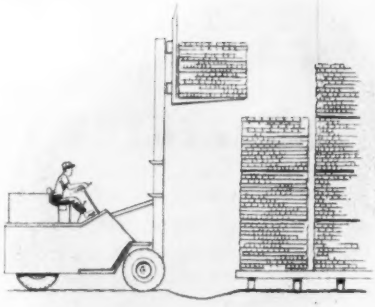
another time-saving feature you get in

ROSS FORK TRUCKS

Now, when piling loads, the driver of a Ross Fork Truck can hold the truck right where he wants it . . . even on a grade. Automatic Brake Lock . . . another advanced-engineering feature of Ross Fork Trucks . . . leaves the driver free to manipulate the load. Result? Faster piling, safer piling and neat, square piles . . . even on rough ground.

Here's how the Ross Automatic Brake Lock works: As the truck approaches the pile, the driver flips an electric switch. When truck is in desired position, he applies the foot brakes as usual. The brakes lock automatically . . . and *stay* locked when he removes his foot from the brake pedal. This leaves him free to concentrate his attention on hoisting and tilting operations because the truck cannot creep forward or backward. When ready to back away from the pile, he again flips the electric switch, unlocking the brakes and returning them to normal foot-pedal operation.

Think of the time this Ross feature can save for you! It's another of a long list of features developed and pioneered by ROSS. Remember, look to ROSS *first* for the *latest!*



Rely On ROSS

THE ROSS CARRIER COMPANY

Direct Factory Branches and Distributors throughout the world.

170 MILLER ST., BENTON HARBOR, MICHIGAN, USA

look! **4 pages** to show you why you should sell the most flexible window ever made!

THE NEW ANDERSEN FLEXIVENT Window Unit

VERSATILE—Most versatile utility window you've ever seen! Choice of awning, hopper or casement sash operation. Use Flexivents singly. Combine them in ribbons, stacks, groups, with other windows! Just 9 sizes to sell or stock, but hundreds of window effects possible!

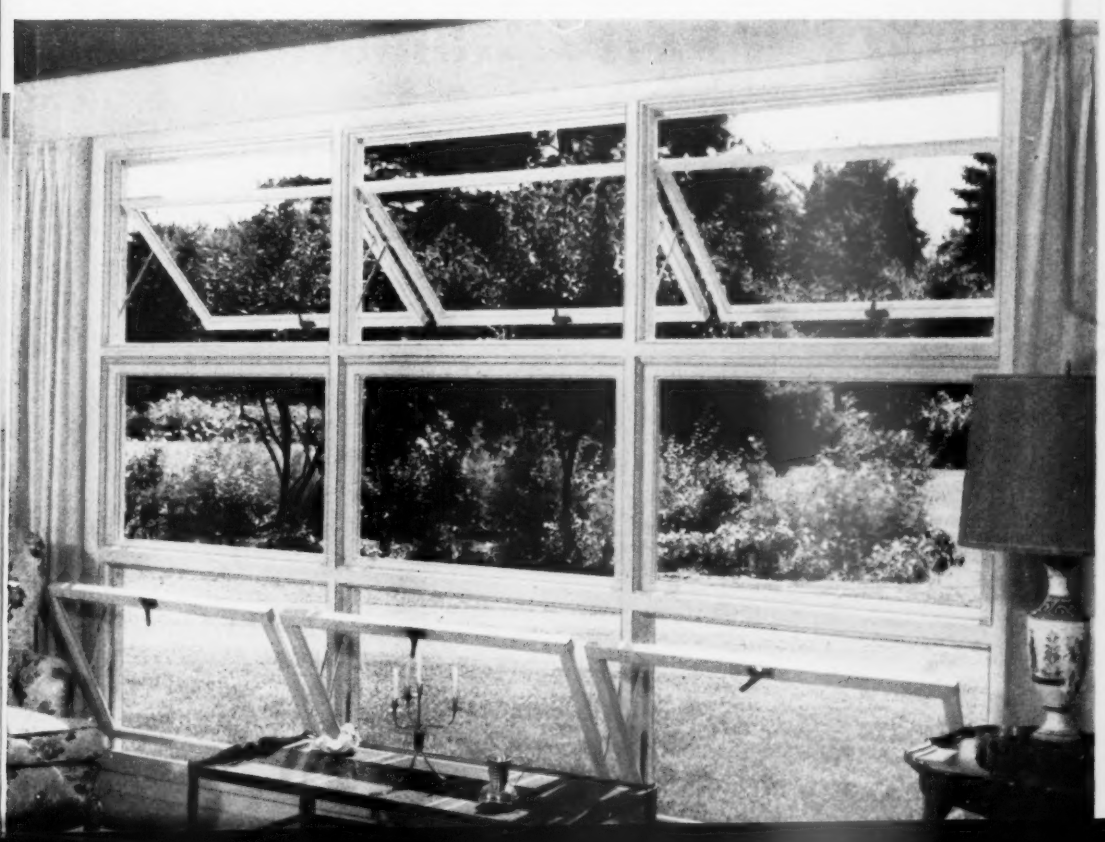
HIGHLY WEATHERTIGHT—Famed Andersen quality has been built into every Flexivent Unit.

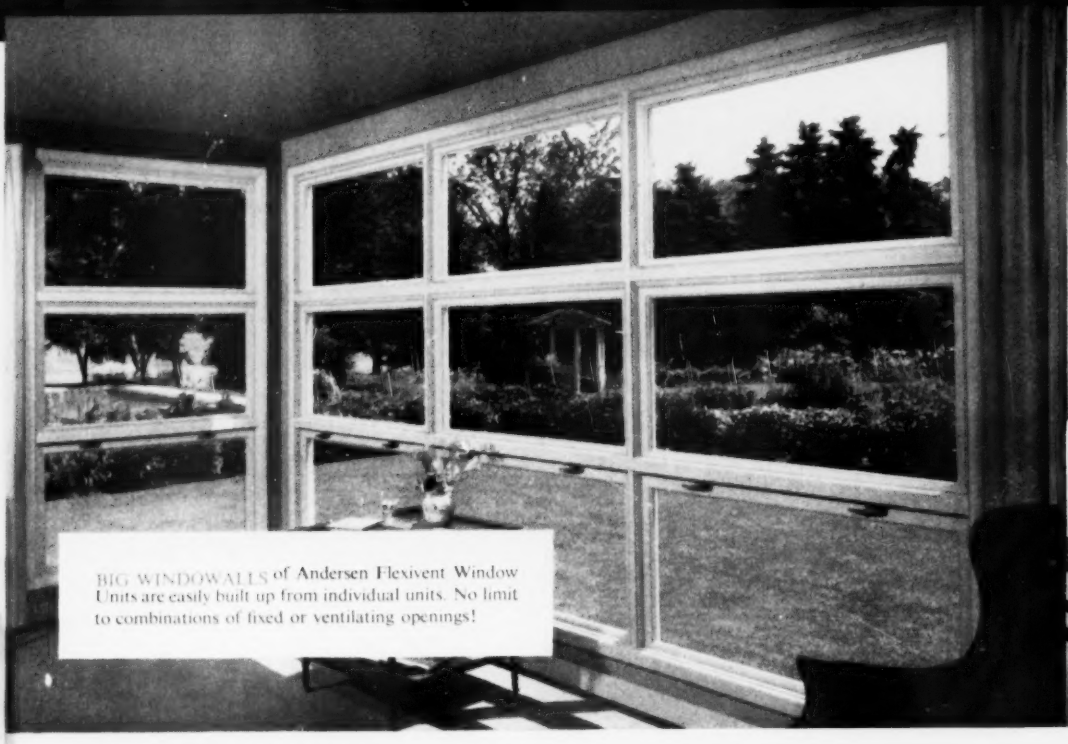
LOW IN COST—Simple hardware, simple operation, simplicity of design, have kept cost of Andersen Flexivents low. Sell them for medium and low priced housing.

WANT MORE INFORMATION? Just contact your nearby distributor of Andersen WINDOWALLS . . . or write Andersen Corporation, Bayport, Minnesota.

SEE—groups, stacks, ribbons!

SEE—3 sash operations



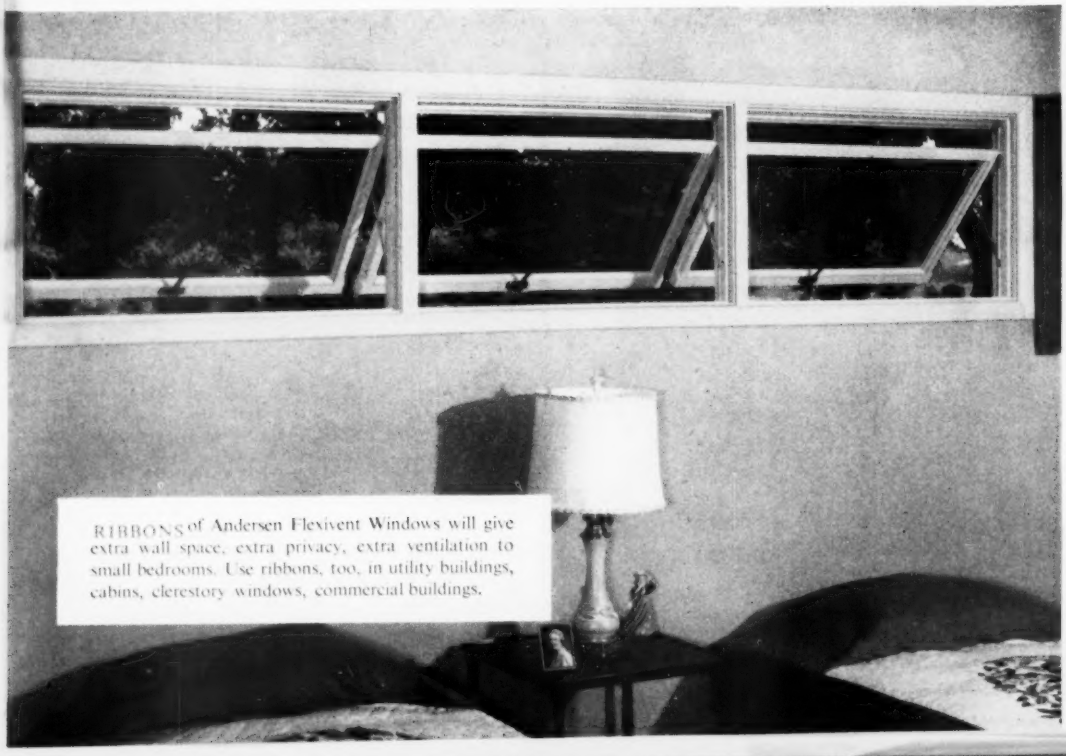


BIG WINDOWALLS of Andersen Flexivent Window Units are easily built up from individual units. No limit to combinations of fixed or ventilating openings!

Sel

SINGLE
STACKS

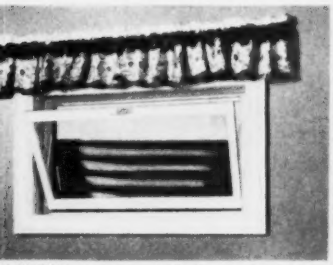
FLEXIBLE is the word for the amaz

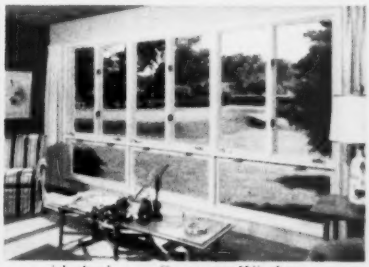


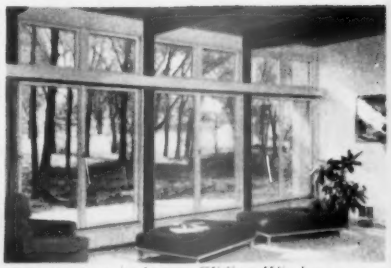
RIBBONS of Andersen Flexivent Windows will give extra wall space, extra privacy, extra ventilation to small bedrooms. Use ribbons, too, in utility buildings, cabins, clerestory windows, commercial buildings.

GLASS

Sell *FLEXIVENT* units for stacks, ribbons, singles, groups



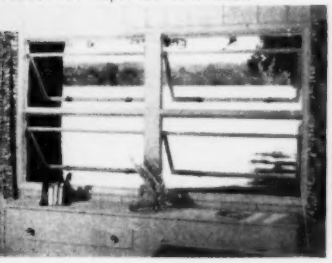


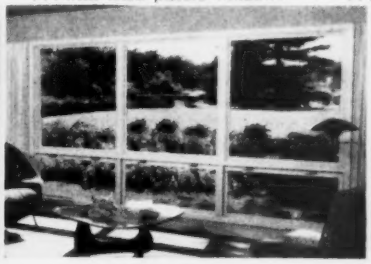


NGLES in basements, bathrooms, etc. ...with Andersen Casement Windows . . . as transoms over Andersen Gliding Windows

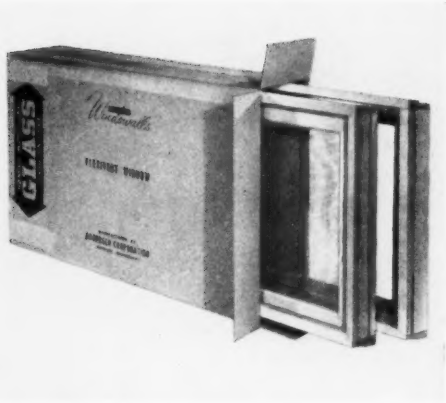
GROUPS

ACKS for improved ventilation . . . with fixed picture windows . . . for factories, schools—many other uses





azing *FLEXIVENT* window unit!



High in quality...low in cost!

Only quality materials are used in the manufacture of Andersen Flexivent Window Units. This includes clear western pine treated with toxic preservative and water repellent solution. Sturdy sash are hung at the factory on friction hardware. They close tightly against frame and spring tension weatherstrip.

Advanced engineering and precise manufacture have produced an easy-to-operate window that's one of the tightest on the market.

Yet the Flexivent is low in cost. Why? Because of simplicity of hardware, simplicity of design, simplicity of operation. Flexivents are easy to join into groups, easy to install at the site.

ANDERSEN *Windowalls*

TRADEMARK OF ANDERSEN CORPORATION

PRODUCT OF

Andersen Corporation

BAYPORT • MINNESOTA

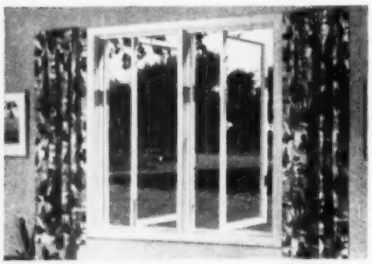
JUST THINK!

3

sash operations from just one unit!

1. Outswinging awning sash

2. Inswinging hopper sash



3. Outswinging casement sash

Andersen Corporation • BAYPORT • MINNESOTA

Window Specialists for Half a Century

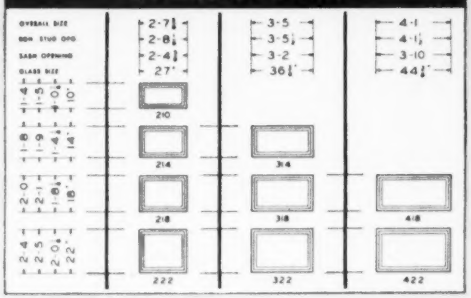
NEW Andersen *FLEXIVENT* window unit

- **HIGHLY WEATHERTIGHT**
- **PRECISELY MANUFACTURED**
- **EASY TO OPERATE**
- **EASY TO INSTALL**

See the new Andersen Flexivent Window Unit! Then you'll know why it's the hottest window news in years.

Sash are hinged on friction hardware, close tightly against frame and spring tension weatherstripping. Optional double glazing panel fastens to outside of sash. Optional screen is hinged for easy operation. Choice of wood or aluminum screens. Groove glazing for economy, better appearance, extra weathertightness.

BIG SELECTION OF SIZES



HIGHLY WEATHERTIGHT—Note that sash makes double contact with frame and Metalane weatherstrip. Result: tests indicate Flexivent ranks with the most weathertight windows on the market.

EASY TO INSTALL; EASY TO OPERATE—Flexivent Window Units are factory assembled, packed two units to a carton. They are easily joined together either in the shop or at the site. Installation is rapid in any type of wall.

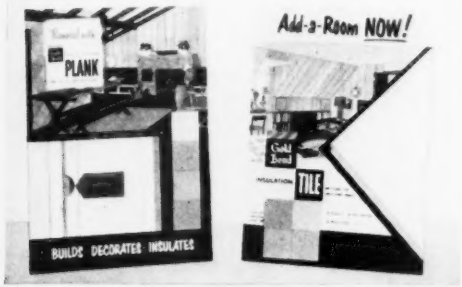
Operation is easy and simple. Friction hardware will hold sash in any open position.

Gold Bond's "ADD-A-ROOM" drive builds you a profit!

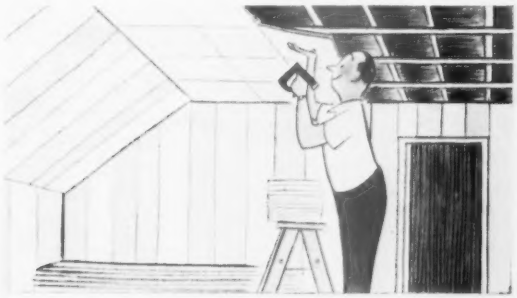
Here's a situation you ought to love—because it makes people think of turning waste space into new living space! And Gold Bond's million dollar "Add-A-Room" campaign is telling your customers how easily they can do it themselves—with Gold Bond Insulation Plank and Tile.

Gold Bond helps you with its big "Add-A-Room" campaign. November advertising features Gold Bond Insulation Plank and Tile in the above magazines—with two-page, full-color ads in The American Home and Better Homes.

Naturally, we're telling people to go to their Gold Bond dealer for Gold Bond Insulation Plank and Tile. How's your supply? Remember, just two finishes—ivory and variegated blend—give you a full line that needs less warehouse space.



These new full-color counter displays are ready to build more sales for you. Samples of the actual Plank and Tile show the variegated blend of colors and the interlocking joint. Illustrations tie in with our "Add-A-Room" campaign now appearing in the Saturday Evening Post and other national magazines.



Gold Bond Insulation Plank and Tile are factory-finished. They need no further decoration. Insulation is built-in. Application is easy and fast with a stapling gun (do you have enough in stock?). Interlocking edges hide the staples. Every "Add-A-Room" job you sell will bring you additional new business. Stock up on Gold Bond Insulation Plank and Tile now!

NATIONAL GYPSUM COMPANY • BUFFALO 2, N. Y.

Fireproof Wallboards, Decorative Insulation Boards, Lath, Plaster, Lime, Sheathing, Masonry Paints, Wall Paints, Textures, Rock Wool Insulation, Gold Bond Twinsulation, Metal Lath and Sound Control Products.

ADD-A-ROOM NOW! with Gold Bond

Today's remodeling market

Gay all-purpose room for happy family living

Build it with Celotex for only $54*

Lucky the family that gets an all-purpose room like this! Newest idea in home planning, it's sure to be the most loved and used room in your home. A perfect spot for every activity from quiet evening together to gala party. And it's typical of the charming results so easily, economically built with Celotex Insulating Interior Finishes!

These attractive structural panels build inside—decorate. All at low cost! To build new living or assured space such as a basement or attic, just staple or nail Celotex Insulating Interior Finishes to wood framing. To modernize existing rooms, simply apply over old, cracked walls and ceilings.

No painting or papering! They're beautifully pre-decorated. Choose rich, interesting textures, smart, inviting colors—available only in Celotex Insulating Interior Finishes. And remember, these are the only interior finishes made of tougher, stronger, long Louisiana cane Fiber—and protected by the patented Fenna* Process from dry rot and termites. See them at your Celotex dealer's!

Mail coupon for valuable idea booklet.

Insist on Genuine

CELOTEX

INSULATING INTERIOR FINISHES

MAIL COUPON for Celotex Insulating Finish booklet giving many practical ideas for building new rooms or modernizing existing rooms in your home at low cost. Beautifully illustrated in full color. Send now.

*Reports made and of Celotex Interior Finish materials has walls and ceilings of average 12' x 14' room.

The Celotex Corporation, Dept. AN-112
120 S. LaSalle St., Chicago 3, Ill.

Send me the Celotex booklet, "Get In Note You Plan Beautiful Home Interiors." I enclose 10c in coin for postage and handling.

Name

Address

City Zone State

NATIONAL ADS LIKE THIS PUT THE SELL IN THE NAME CELOTEX!

Look at the tremendous national advertising "push" Celotex puts behind you consistently, month after month!

Attention-getting, appealing ads like this—in brilliant full color—pre-sell Celotex Insulating Interior Finishes to the "home minded" millions who read BETTER HOMES & GARDENS and AMERICAN HOME.

Big, impressive ads reach additional millions in the pages of THE SATURDAY EVENING POST, SMALL HOMES GUIDE, FARM JOURNAL, SUCCESSFUL FARMING and other popular magazines.

And every ad literally shouts, "SEE YOUR CELOTEX DEALER"—for information, advice and all the materials you need! No wonder your selling job is easier by far when you line up with Celotex—the brand your customers know best!

is big business!

And **Celotex** gives you the line — the advertising — the selling aids you need to get your share!

With remodeling activity in high gear, and with practically every homeowner in your community a prospect . . . you have today a great opportunity to step up sales on interior remodeling materials.

And from Celotex, you get everything it takes to button up the business!

First, there's that unbeatable line of Celotex Insulating Interior Finishes. Complete and fast-selling! With smart, unusual colors! Rich, interesting textures! Full range of sizes in Tile Board, Finish Plank, Building Board, Beveled Interior Board, Key Joint Units.

Then there's that powerful national advertising that has set new records for consumer response. Big, full-color ads in BETTER HOMES & GARDENS and AMERICAN HOME! Result-getting ads in FARM JOURNAL and SUCCESSFUL FARMING! Plus hard-selling ads to your builder-contractor customers, promoting use of Celotex Insulating Interior Finishes in new homes too!

To top it all, there's the parade of tested Celotex selling aids! A beautiful, full-color consumer booklet. An eye-flagging counter display. Sure-fire ad mats. A big Contractor's Idea Book. All pre-tested and proved! All designed to help you tie in with and tap the sales power of the resultful Celotex national advertising!

So don't delay. The sooner you go into action, the sooner you start cashing in. Contact your Celotex representative for the full story. Better do it . . . TODAY!

Today's Big News — Soaring Demand for
CELOTEX INSULATING KEY JOINT UNITS

These ¾" thick modular wall and ceiling units with spline joint on all edges allow greater design flexibility, greater speed and economy of application. Permit an almost unlimited variety of wall and ceiling patterns. Applied direct to open framing. Readily side or end-matched. Spline joint automatically aligns panels, assures snug closure, uniform joint lines. Have smooth White finish with natural finish splines and bevels. For special, dramatic effects, wider splines painted to contrast with panels can be used. Celotex Insulating Key Joint Units are available in these sizes: 16" x 16", 16" x 48", 16" x 96", 48" x 48", 48" x 96".

Sales come easier — when you feature genuine

CELOTEX

REG. U. S. PAT. OFF

BUILDING PRODUCTS

THE CELOTEX CORPORATION, 120 S. LA SALLE STREET, CHICAGO 3, ILLINOIS

RUBEROID REPORTER

NEWS OF INTEREST TO DEALERS · PUBLISHED BY The RUBEROID Co., 500 FIFTH AVE., NEW YORK 36, N. Y.

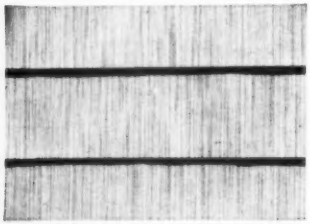
COLOR-GRAINED SIDING, SMASH HIT IN FIRST YEAR, ADDS NEW SALES FEATURE

New Duroc® Finish Promises Even Greater Demand From Home-Owners and Builders

Little more than a year has passed since The Ruberoid Co. introduced Color-Grained Siding.* Dealers everywhere were quick to discover the magic selling features of this new sidewall material with its smart decorator-designed duo-tone colors and rich "shake" texture. Color, style and beauty won the immediate approval of architects, decorators, builders and home-owners. Asbestos-cement siding, long noted for durability, economy and fire-resistance, acquired exciting new decorative possibilities. Never before had such striking and enduring beauty been available for homes of all types in the remodeling and new-construction fields.

Exclusive Duroc Protection Adds Important Features

Now, Ruberoid has added a new improvement to make Color-Grained Siding even more attractive and give your customers greater value. It's *Duroc*, the exclusive Ruberoid surfacing. *Duroc* adds a lustrous finish that brings out the full beauty of the warm, distinctive colors and highlights the rich texture. It provides an armor-hard protective coating that resists dirt, stain, wear and weather. *Duroc* repells water and resists moisture absorption. Color-Grained Sidewalls keep their luxurious colors and fresh beauty for years longer with *Duroc's* extra protection.



New Duroc finish gives a more lustrous beauty to the rich colors and distinctive style of Color-Grained Siding.

More homes every day testify to the growing popularity of Color-Grained Siding.

...and that's not all

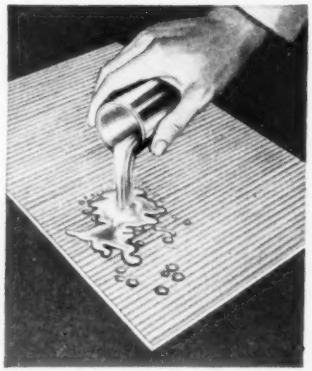
To give Color-Grained Siding even greater luxury, Ruberoid has developed ShadoWedge,† an asphalt undercoursing strip that adds rich, deep shadowlines to sidewalls. This tapered strip is ¼" thicker at the base and thrusts the lower edge of the siding shingle forward. The result is a pleasing thick butt appearance. Essentially a weather strip, ShadoWedge makes a tighter, stronger sidewall and is easy to apply in 36" lengths over any sheathing material.

With Color-Grained Siding and ShadoWedge you have the perfect sales-winning combination.

Ruberoid helps you sell

When you sell Color-Grained Siding, you can count on Ruberoid to back you up with powerful national advertising. Full-color ads appear in leading magazines like the Saturday Evening Post and Good Housekeeping. Hard-hitting promotion material helps you build sales-winning displays in your store. Colorful and informative literature carries the story to customers and prospects on your mailing lists. Your Ruberoid representative will help you organize a sales drive in your area. Call him today and start planning to build your siding profits to a new high with Ruberoid Color-Grained Siding.

*Patent Nos. 2307733; 2307734, others pending
†Patent No. 2594379, others pending



Laboratory tests prove Duroc's remarkable resistance to wear, weather, water and dirt.

Along the New Streets of America . .

You'll find MANY--
Thrif-T PICTURE WINDOW UNITS

For Glazing with Thermopane or Twindow Glass for glass sizes 48½" x 50" and 56½" x 50".

For Glazing with Double Strength, Crystal Sheet or Plain Plate for glass sizes 48⅛" x 50⅛" and 56⅛" x 50⅛".

Thrif-T *De Luxe* PICTURE WINDOW UNITS
Side Casements 4 lt. or 8 lt.

All of these handsome Thrif-T Picture Window Units are made for LATH & PLASTER — DRY WALL — PLASTER RETURN CONSTRUCTION and accommodate 1/2" to 25/32" SHEATHING. It's so easy to operate casements — merely turn the crank for whatever ventilation you wish. **The design of the casements is in complete harmony with the balance of the home.**

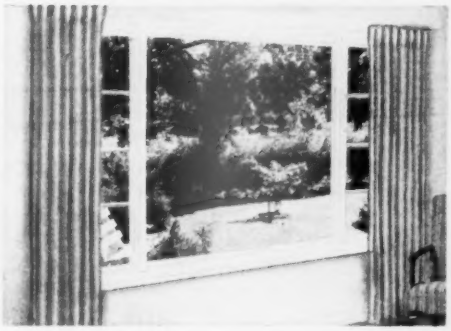
Thrif-T *Mural* PICTURE WINDOW UNITS
Side Windows Thrif-T Double Hung

Thrif-T De Luxe and Thrif-T Mural Picture Window Units Have These Things in Common:

- **Center Sash furnished in two glass sizes 48½" x 50" and 56½" x 50" for Thermopane or Twindow Glasing (Will also accommodate standard glazing.)**
- **Fits Frame — Brick Veneer — Masonry Walls.**
- **Treated for Long Service Life.**

Thrif-T *Original* PICTURE WINDOW UNITS

Thrif-T Original Picture Window Units are made with side casements 4 lt. or 8 lt. — center sash 40" x 48 13/16" glazed D. S. A. These units come complete — hardware — screens — stool — apron — NO EXTRAS TO BUY. The casements are crank operated from your easy chair to provide as much ventilation as desired — and BLEND WITH REGULAR WINDOWS IN DESIGN.



Other Thrif-T WOODWORK for the HOME

RANCHO DECORATOR DOORS • Thrif-T WINDOW UNITS • Thrif-T SINGLE and TWIN CASEMENT UNITS

Thrif-T BASEMENT UNITS • Thrif-T RIBBON UNITS • "4 in 1" ENTRANCE FRAME

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E-Z-UP OVERHEAD GARAGE DOOR UNITS (8-0 and 9-0 Openings) • Thrif-T WARDROBE • Thrif-T DISAPPEARING STAIRS

Distributed through the Leading Millwork Jobbers to the Retail Lumber Dealer

Thrif-T WOODWORK for the HOME

Roach & Musser Co.
PLANT and OFFICES • MUSCATINE, IOWA
QUALITY MILLWORK SINCE 1884

Write for Name of NEAREST JOBBER

Profit-makers from

rarin'-n-ready to

MUSTANG ASBESTOS ROOFING SHINGLES

Embossed with the charming grain of weathered wood, Mustang Shingles are strongly made of long fiber asbestos and Portland cement—will not burn, rot, corrode, warp or shrink. They're uniform in size and thickness, apply quickly, easily, at lower installation costs. Made in two beautiful styles: Dutchlap No. 31 16" x 16" and Dutchlap No. 26 12" x 24" in white and several beautiful colors. For profits this spring, order Mustang Asbestos Roofing Shingles today.

MUSTANG ASBESTOS SIDING SHINGLES

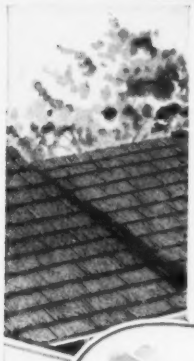
Recommend Mustang Siding for new construction or re-siding. Designed for durability, Mustangs are made of two practically indestructible materials—asbestos and Portland cement. They're fire-resistant, rot-proof, shrink-proof, warp-proof—actually last a housetime. No maintenance necessary. The non-fading ceramic granules "stay-put" permanently—give lasting color that's easy to clean and keep clean. White and several beautiful colors available. Stock up now for a profitable spring season.

OTHER FAMOUS PRODUCTS FROM THE HOUSE OF CAREY

Fire-Chex Asbestos-Plastic Shingles • Fire-Guard Rock Wool Insulation • Ceramo Siding • Careysote Board • Miami-Carey Bathroom Cabinets, Accessories, Kitchen and Attic Ventilating Fans • Other famous products for Home, Farm and Industry

the Mustang line

"Brand" you for profits this spring



More and more southern dealers are *stocking* and *pushing* these Mustang profit-makers. They know from past, profitable experience that the most wanted Mustang styles and colors are available for immediate delivery. They know this "rarin'-'n'-ready-to-sell" line is *competitively* priced to turn fast—allow really lush returns per dollar invested. And they're confident they're backing a brand that is widely and favorably known for quality, beauty and durability.

Why don't you ride the profit range this spring with Mustang? It pays!

Get the full story on the complete Mustang-Carey line from your Carey Representative right away. Or check and mail this coupon for further information today.

Have you heard the latest?

The products shown on these two pages are now backed by two famous names—Mustang and Carey. The Mustang brand, known for quality asbestos-cement roofing and siding throughout the South, recently joined the over 800 fine products of the House of Carey. Now you can order both Mustang and products manufactured by The Philip Carey Manufacturing Co. from your Carey Representative.

THESE FAMOUS CAREY PRODUCTS ARE NOW AVAILABLE THROUGH THE MUSTANG DIVISION OF CAREY

CAREY ROOF COATINGS

A complete line of fibrated and non-fibrated roof coatings for all types of roofs—the result of intensive research and over 79 years' experience.

CAREY FIRE-CHEX ASBESTOS-PLASTIC SHINGLES

First and only shingle ever rated Class A* by Underwriters' Laboratories—highest fire-protective rating attainable! And Fire-Chex resist blistering, warping, curling; defy powerful winds. They're made for application in gorgeous solid colors and new Shadow Blend Roof Designs, copyrighted as "works of art."

*(without asbestos underlayment)

CAREY DAMP-PROOFING MATERIALS

A complete line of high quality asphalt damp-proofing materials to fill every building and maintenance need. Tough, lasting coatings that positively *lock out* moisture. Easily applied with brush or trowel.

MUSTANG DIVISION

Carey

Mustang Division, The Philip Carey Manufacturing Co.
P. O. Box 1082, Houston, Texas

Gentlemen:

Please send me—without obligation—literature on the following subjects:

☐ Asbestos-Cement Siding ☐ Asbestos-Cement Roofing

☐ Carey Fire-Chex ☐ Asphalt Paints, ☐ Cements, ☐ Coatings

Name_____

Company_____

Address_____

City_____ Zone_____ State_____

Winning New Friends *Everywhere!*

Interior V. M. C. DECORATOR DOORS make color harmonies flow smoothly from room to room. Housewives love them!

V. M. C. DECORATOR DOORS fill that long felt need for more beauty, more color harmony in the home. A truly revolutionary idea in imaginative decorating! Designed for easy painting, V. M. C. DECORATOR DOORS are made of durable Ponderosa Pine and they sell fast. For you, Mr. Merchandiser, that means assured volume, more profit and happier repeat customers.

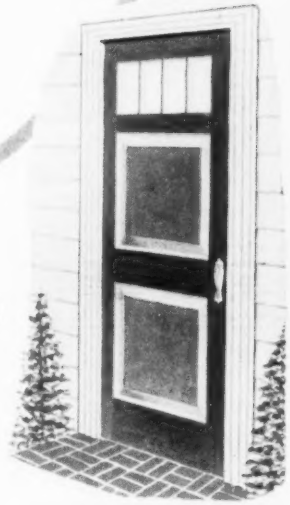
THE ORIGINAL COMPLETELY WEATHER-STRIPPED R•O•W Removable Wood Windows and V. M. C. DECORATOR DOORS make an unbeatable combination for the home builder or remodeler who wants the best in beauty, utility and durability. Ask for the complete story of our merchandising plan—today!

SPRING CUSHION **R·O·W** Wood WINDOW UNITS

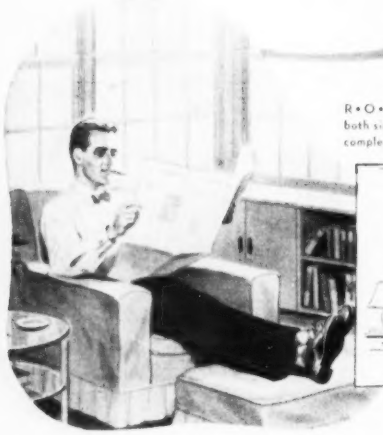
DISTRIBUTORS

MANUFACTURERS OF MILLWORK • DISTRIBUTORS OF BUILDERS SUPPLIES

Rocky Mount, Virginia



Exterior V. M. C. DECORATOR DOORS add new charm and beauty to any home, anywhere!



R•O•W Spring Cushion Windows are designed for good ventilation, more light and beauty. They fit into a pattern of gracious living.

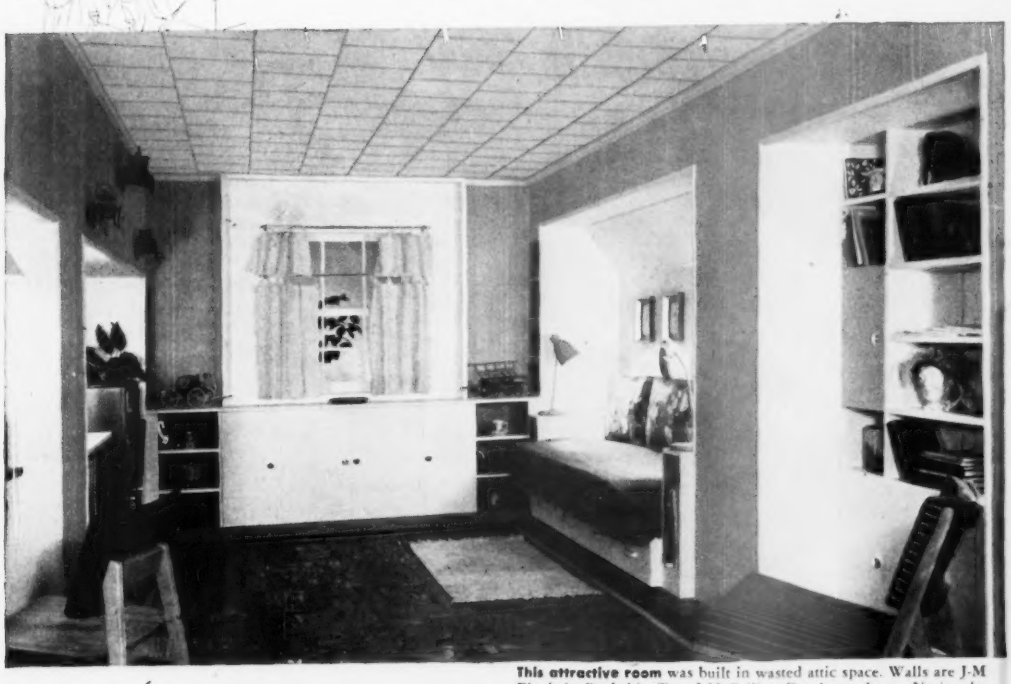
R•O•W Windows are easily removed for cleaning both sides indoors. They are rattle-free, too, and completely safe.

SOME OTHER R•O•W PRODUCTS: Flush Doors • Panel Doors • Combination Storm and Screen Doors • Combination Storm Windows • Screens • Mouldings • Ornamental Shutters • Cuprinol Wood Preservative • Ventilators, etc.

THE WORLD'S LARGEST WOOD WINDOW UNIT MANUFACTURERS

New opportunities for remodeling sales

...with Johns-Manville Panels and Plank

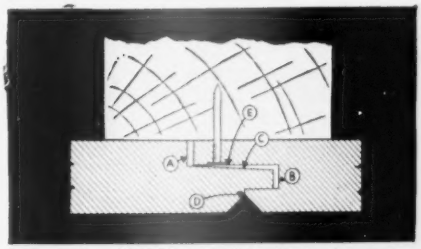


This attractive room was built in wasted attic space. Walls are J-M Plank in Buckskin Tan. J-M Ceiling Panels are Ivory. Notice the broken-joint ceiling treatment which saves time in application.

Flame-resistant finish at no extra cost!

It's so easy to build a beautiful room like this with J-M Panels and Plank! Their rich new colors and flame-resistant finish (no extra cost) open up big, new opportunities for interior remodeling sales—both in the home and commercial buildings. The J-M *Glazecoat* finish is smoother, harder and more durable than ever before. The famous J-M Lightning Joint which speeds application and conceals fasteners gives you additional advantages—see diagram.

J-M Wall Plank comes in Ivory, Antique Green, Dust Rose and Buckskin Tan—J-M Ceiling Panels in White and Ivory. Johns-Manville, 22 E. 40th St., New York 16, N. Y.



Cross section of J-M Lightning Joint. Notice the spaces at A and B to provide for expansion and contraction . . . the tapered edge of the tongue C to facilitate joining . . . the square-corner edge D to make alignment easier . . . the large nailing area E for concealed nailing or stapling.

JOHNS MANVILLE JM PRODUCTS

Johns-Manville

To help you step up sales

of Stanley Sliding Door Hardware, full-page advertisements like this point out to builders the ease of installation . . . drive home the fact that Interior Sliding Doors add to the *value* of the homes they build. Consistent advertising in leading building papers builds demand for Stanley Hardware.

Southern BUILDING SUPPLIES
November 1952 Vol. 7 No. 11
SERVING THE LUMBER AND BUILDING MATERIAL DEALERS IN 18 SOUTHERN AND SOUTHWESTERN STATES

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SOUTHERN AUTOMOTIVE JOURNAL · SOUTHERN POWER & INDUSTRY

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CCA CONTROLLED CIRCULATION AUDIT · NATIONAL BUSINESS PUBLICATIONS NBP

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CHICAGO: Carl Zehner, 533 North Michigan Avenue, Tel. Central 6-4131.

CLEVELAND: W. G. Sheehan, 2516 Gasser Blvd., Rocky River Station, Cleveland 16, Ohio, Tel. Edison 1-0856.

GASTONIA, N. C.: W. C. Rutland, P. O. Box 102, Tel. 7995.

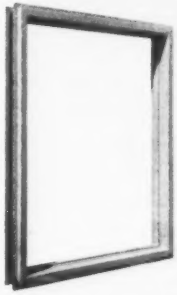
LOS ANGELES: L. B. Chappell, 6399 Wilshire Boulevard, Los Angeles 48, Calif. Tel. Webster 3-9241.

NEW YORK: Gerard Teasdale, 78 Manhattan Ave., New York 25 Tel. University 4-2087.

We're Growing!

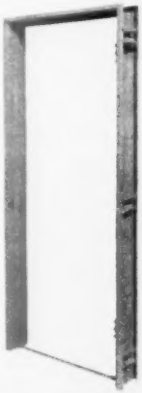
Aerial view of our recently enlarged plant, where the most modern production facilities have been installed.

More Builders Can Now Use Low-Cost ONE-DER *Frames*



YES—we had growing pains! So great has been the demand for these time-saving, one-piece metal window and door frames we had to do something about it. And we did, by enlarging our plant and production facilities! Now they're rolling off the assembly lines like clockwork, assuring—

Prompt delivery to your job site



Easy installation—Each frame arrives as a complete one-piece unit, ready to set in the wall.

No finish carpenter labor—No pieces to put together. The frame is simply slipped into the 2 x 4 buck.

No extra material to buy—Each frame carries its own trim, inside and outside, for any wall treatment.

Handsome appearance—18 gauge steel, corners mitered and welded, exposed surfaces dressed.

Less painting—Primed with rust inhibitive, light gray zinc chromate. Only one coat of paint needed to finish.

ONE-DER METAL FRAMES

ONE-DER FRAME Corporation
P.O. Box 3068—Birmingham 6, Ala.

SOLD! SOLD!

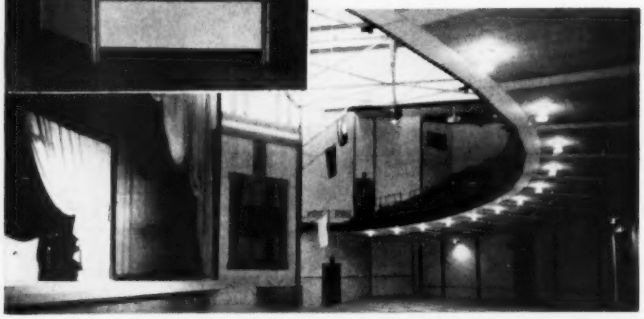
Bamboo Trim Accents Upson Panels

Louisiana Sugar Cane Festival Boasts Giant New Exhibition Building

Visitors to the Louisiana Sugar Cane Festival, an annual celebration held at New Iberia, Louisiana, were greeted this year by a new and modern Exhibition Building featuring an unusual bamboo trimmed interior.

Credit for the impressive structure goes to the architect, Owen James Southwell. For the interior of the building—both front and back stage—Mr. Southwell selected Upson Strong-Bilt (Waterproofed) Panels because of their beauty, long-wearing qualities and economy.

◀ *The bamboo trim and moldings lend an original accent to the panels.*



75,040 SQUARE FEET of Upson Panels, secured with 40,000 invisible Upson "Floating" Fasteners, were used in the giant exhibition building.

Dealers Enthusiastic about Ceiling Tile, Striated Panels

An ever growing awareness of the sales potential of both Upson Ceiling Tile and Striated Panels is apparently responsible for the marked enthusiasm for these products among dealers and their salesmen.

In the opinion of dealers, the waterproofed and washable features of the ceiling tile is the big selling point; next in importance is the foolproof installation method with matching color pins which prevents sagging. The fast growing trend to more modern interiors—in remodeling and new construction—and the interest in contrasting wall surfaces is causing the accelerated demand for Striated Panels, the dealers say.

Transfer Company Problem Solved With Upson Panels!

The Jasper Transfer Company of Memphis, Tennessee, had an expensive problem. The wardrobe cases which they used for transporting clothing were too flimsy to withstand the hard usage and too expensive to be discarded after each job. The Company had difficulty finding a substitute, however, and the problem remained unsolved until they discovered Upson Panels. Now they make their own wardrobe cases out of Upson Panels. The initial cost is less and the wardrobes can be used time and time again.

SSirco Says Upson Products Lead the Field

Southern States Iron Roofing Company with General Offices in Savannah, Georgia, is a wholesale distributor of building materials which serves 10,000 retail dealers from sixteen strategically located warehouses in the southeast. By exercising a strict merchandising and dealer service policy, Southern States has progressed steadily. Today it stands as one of the foremost suppliers of quality building products.

Lee Bartholomew

"Through our thirty-eight years of progress," says Lee Bartholomew, Vice President of Sales for the company, "it has always been our policy to sell only the highest quality building materials. We are proud to offer Upson Panels to the building industry. Customer satisfaction has proven Upson products to be a leader in the field.

"When we began early in our history to broaden our line of new building material products," explains Mr. Bartholomew, "we kept in mind that quality was of the utmost importance. Rigid new standards of quality were established, and modern improved manufacturing methods were adopted. We always have kept, and will continue to keep, our standards high."

Prompt and efficient service for dealers from sixteen strategically located warehouses has sparked the growth and progress of Southern States Iron Roofing Company and won wide respect for the SSIRCO trademark.

THE HONOR ROLL

Mr. Don Haines, Manager, the Cedarville Lumber Company, Cedarville, Ohio, adds his name to the list of dealers who have selected Upson Panels for their own new homes.

THE UPSON COMPANY

World's Largest Maker of Fibre Wall Panels

8611 Upson Point, Lockport, New York

A Notable Series of Articles

Starting in the Next Issue

THIS NATION faces its most critical period in the years immediately ahead. To quote the American Economic Foundation: "The freedom of the American citizen has never been in graver danger than it is today; we are threatened by the Big Enemy from without and by Big Government from within."

These threats to our freedom will remain, regardless of what political party is in control in Washington (this is written prior to the election). For there will be the continuing necessity for heavy military spending and burdensome taxes, along with pressure for new or renewed government controls over prices, wages, rents, materials, interest rates. And when the defense program tapers off, there will be insistent demands that government "take up the slack" with public works expenditures, larger farm subsidies, and other new spending programs.

The illusion that prosperity may be maintained by government controls and deficit spending will continue as a grave threat to our personal freedoms.

The pressure to expand government payrolls may be intensified. And since, already, one dollar out of every six paid out in wages and salaries in the United States goes to government employees, what chance have we to avoid the disastrous experience of England, Australia, and New Zealand in traveling on down the road to a completely socialistic state?

We have one chance. That is through a better general understanding of the basic principles of economics — such things, for instance, as the fact that a higher standard of living can result only from increased production, not increased money supply.

So it becomes our responsibility — yours and ours alike — to help spread a better understanding of fundamental economic facts among our associates, our employees, and among all those with whom we come in contact. And that's why we're starting, in our next issue, what we feel will be a most important series of articles. It will be a series of articles on the economic "facts of life" by Americans of such prominence that each one will be recognized as perhaps the outstanding national authority on the subject he will discuss.

These articles are being written especially for the six W. R. C. Smith publications. They will start with our December issue and will continue through all or the greater part of the coming year. Some of the authors:

Harry F. Byrd, United States Senator.

Laurence F. Lee, President, Chamber of Commerce of the United States.

C. H. Greenewalt, President, E. I. du Pont de Nemours & Company.

A. L. M. Wiggins, Chairman of the Atlantic Coast Line Railroad.

John W. Hanes, Chairman of the Tax Foundation.

George A. Smathers, United States Senator.

Frank Wilkes, President, Southwestern Gas & Electric Company.

E. V. Rickenbacker, President, Eastern Air Lines.

Others of equal prominence will be added as the schedule for this notable series is completed.

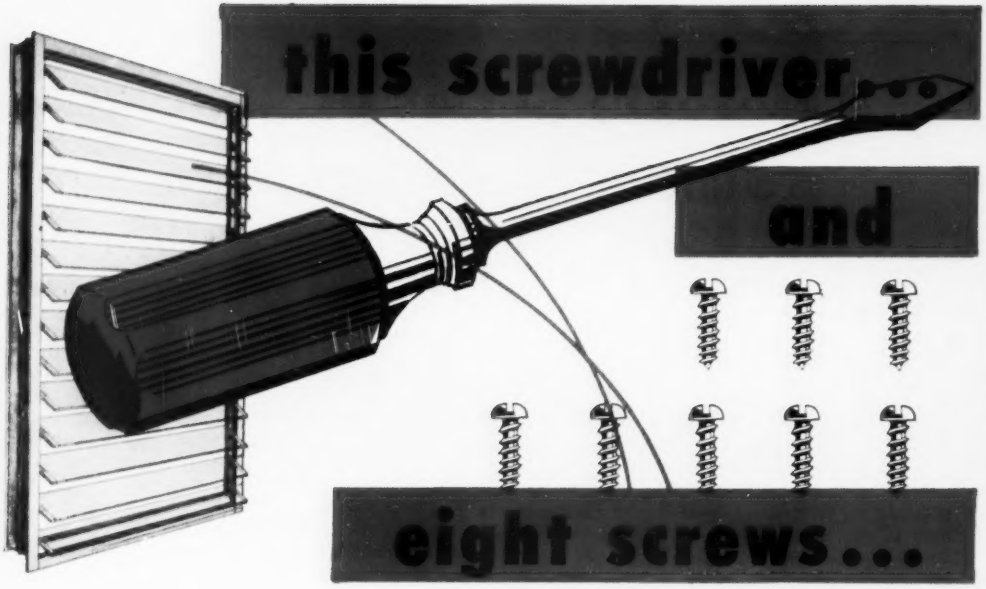
To facilitate distribution of these vitally important messages, *reprints of each article will be made available at cost.*

AUTHORS OF FIRST THREE ARTICLES IN THE SERIES

Laurence F. Lee

Senator Harry F. Byrd

John W. Hanes



A simple sawing operation in *minutes* makes special custom windows on the job eliminating unnecessary delay.

symbolize Pro-Tect-U jalousies' simplicity of assembly...just one of the outstanding features that make Pro-Tect-U the leader in its field. This simplicity can reduce your salesmen's equipment from a slide rule to an order book...resulting in more sales to more satisfied customers.

One hundred **KD** windows, size 24 (37"x 50⅝") can be stored in less than fifty cu. feet of shelf space.

PRO-TECT-U *The only Jalousie Window with equally distributed closing force throughout the entire height of the unit.*

PRO-TECT-U *The only Jalousie Window with hardware adjustment every fourth louver...and weatherproof vane ends by the use of interlocking metal parts. Inside screens are interchangeable with winter storm sash.*

PRO-TECT-U JALOUSIE CORPORATION
Dept. SB-11 Coral Gables, Fla.
Please send me complete details on a Pro-Tect-U dealership.

Name .....

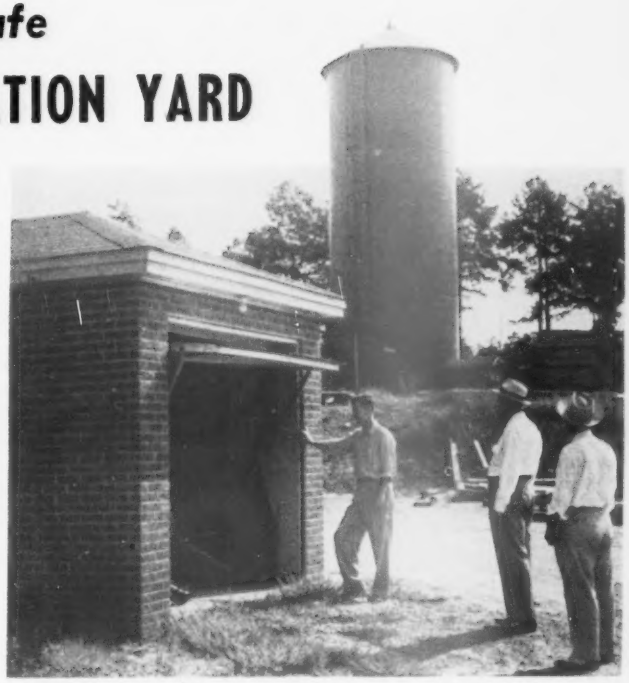
Address .....

City ..... State .....

Efficient and Safe

CONCENTRATION YARD

Edge sorter slashes costs and own fire equipment protects suburban retailer



S•B•S STAFF FOTOS

TO BE COMPETITIVE in today's lumber market, a lumber dealer must take every opportunity to reduce handling costs and to protect his stock. And because the McClure Lumber Company near Charlotte, North Carolina, has done these things, theirs is one of the largest and most thriving lumber concentration yards in the Carolinas.

No family appreciates much more than W. D. McClure, four of his sons and a daughter who are in business with him, the truth of the proverb that "a burnt child dreads fire."

The senior McClure was "burned" by the depression of the 30's when the letdown in automobile business closed up the Charlotte assembly plant of the Ford Motor Company. Without a job in 1933, he opened a sawmill on Highway 16 out of the North Carolina trading center. And with the help of his family, he made a go of it.

In 1937 the McClures expanded their rural business to include a retail lumber and building supply yard. For lack of fire protection it burned to the ground within nine months! They rebuilt there and carried on until 1947 when the booming building market inspired the McClures to buy 48 acres of land on the Mt. Holly Road, 3.5 miles northwest of the center of Charlotte and 1.5 miles from the city limits.

From the purchase of the site, alongside the Seaboard Air Line Railway, the McClures planned and developed their lumber concentration yard and building material business for safe and efficient operation. Functional buildings, modern material handling equipment, fire protection apparatus, and balanced personnel each play their part in the profitable operation of this building supply business!

Having been burned out when their yard and stock were both much smaller, the McClures immediately tackled the important matter of fire prevention.

The sawdust and shavings from the modern planer mill are piped

On this month's S•B•S cover are seen W. D. McClure, founder and president of the McClure Lumber Company, near Charlotte, N. C., and two of his four sons, Bob and John McClure. They are also seen above, outside their firm's own fire equipment station, with the 76,000-gallon reservoir up on the hill. Their fire equipment includes two carts with 750 feet of 2½-inch water hose on each, and three 40-gallon chemical extinguishers. At left, they admire the new Yates-American 20 planer installed in their modern lumber mill.

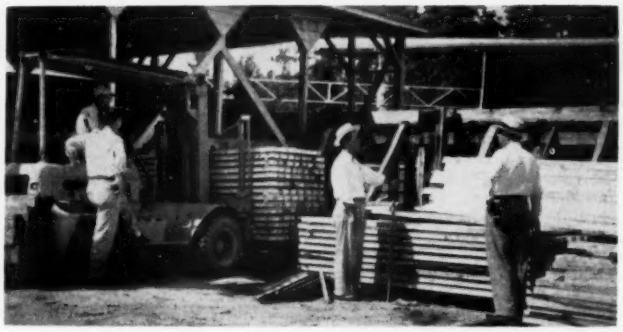
overhead 1,800 feet to a modern incinerator, where they are immediately burned.

Atop the hill overlooking the drive-in motion picture theater next door, the McClures had a storage tank erected that holds 76,000 gallons of water. It is connected with six-inch main pipe to building housing fire-hose carts and equipment in center of the yard.

In the McClures' private fire station are two hand-carts, on each of which is wound 750 feet of 2.5-inch fire hose. Three 40-gallon chemical fire extinguishers are available to blot out small fires quickly.

All this fire protection is in addition to assistance from the nearby Pinoca volunteer fire station, which sends out two fire trucks of 1,300- and 1,000-gallon capacity. Test runs have proved that fire-fighting service is available in four minutes from the Pinoca station! But that didn't seem sufficient to protect the 1.5 million feet of lumber and $100,000 of building materials normally in stock at the McClure yard.

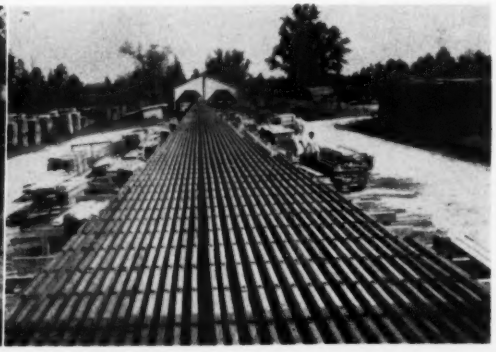
(*See* MODERN YARD *page* 70)



The whole McClure lumber yard and plant is designed for the purpose of concentrating, drying, and manufacturing lumber at lowest possible cost.

In top photograph, run-of-sawmill lumber is taken off delivery truck or fork-lift (from temporary storage piles) and placed on receiving line. Wood is end-trimmed and hand-fed into new edge sorter, below.

At left, Bob McClure discusses with tallyman and sorter some changes in slot uses of edge sorter. It has 33 slots for different lengths, sizes, and species of lumber to be drawn out the 333-foot platform and dropped in proper pile. Above, the McClures check on operation of edge sorter for this distribution of lumber, which is piled with sticks by stackers. The husky fork-lift picks up the stacks and whisks them to their yard or mill destinations.



R for Meritorious dealer PUBLIC RELATIONS

WHAT CONSTITUTES an effective public-relations program for a retail building material dealer?

Because there are so many variables in each dealer's situation and community environment, there obviously is no particular pattern that provides the answer for every retailer in the industry. But an analysis of the 10 entries singled out for "National Awards" in the 1952 Public Relations Contest of the National Retail Lumber Dealers Association yields some sound suggestions and ideas.

Among the national winners was the Beaver Dam Manufacturing and Supply Company in Kentucky, whose outstanding contest entry was based on five items. These included a religious radio address by a company official; his election as treasurer of a citizens league, and three institutional and news-type advertisements commending the work of the 4-H Clubs, discussing Thanksgiving and a true Christmas holiday spirit.

Before explaining these items in more detail, here are the names of the other nine national winners in the NRLDA Public Relations Contest and the nature of their meritorious entries:

Edward Hines Lumber Company, Chicago, Ill.—donation of lumber scraps to welfare organizations and a wooden lung promotion.

Kaercher Lumber Company, Ortonville, Minn.—sponsoring a city-wide treasure hunt each year for children.

The A. W. Burritt Company, Bridgeport, Conn.—winning National Brand Names Foundation award for retailers; family party for employees with service-pin awards; *Good Housekeeping* magazine promotion; talk on the accomplishments of the retail lumber industry to advertising groups; "House of the Week" promotion, and home-ownership advertising promotion.

Dain Supply Company, Inc., Mahopac, N. Y.—community services of employees in many projects and organizations.

Armstrong Brothers Lumber Company, San Angelo, Tex.—the nationally heralded and adopted San Angelo low-cost housing plan.

Temple Lumber Company, Kerrville, Tex.—trucks loaned to groups; supervised construction of church scene; civic activity of employees; holding public office; public endorsing local drives and groups; sponsorship of bathing-beauty contest winner.

Charlottesville Lumber Company, Charlottesville, Va.—various civic activities of personnel; donation of lumber books to schools; radio script advertising home improvement program.

Pocatello Lumber Company, Pocatello, Idaho—sponsorship of five $100 Charles H. Bohrer architectural awards at Idaho State College each year; furnish materials to churches at cost and Christmas rebates to churches on their purchases; other charitable donations.

Clover Leaf Lumber Company,

The civic activities and advertising creations of J. Morton Williams, secretary-treasurer of the Beaver Dam Manufacturing and Supply Company in Kentucky, won for his firm one of the 10 national awards in the 1952 Public Relations Contest of the National Retail Lumber Dealers Association. He is seen at left in the above picture of officers of the Green River Valley Citizens League. The picture was published in the Louisville Courier-Journal with a news account of the league's formation a year ago to promote the resources of the area through which the Green, Nolin, and Barren rivers flow.

NRLDA Contest National Awards winners indicate clearly that it pays a dealer to be "A Citizen Wherever We Serve"

Edgar, Wis.—company purchase of industrial site with offer to Chamber of Commerce to donate it to any enterprise that will come to town and employ at least 15 people; provision of information for farmers on what will pass inspection as separate storage place for milk as required under new law.

Now back to the specific activities of the Beaver Dam Manufacturing and Supply Company in Kentucky that the NRLDA contest judges (trade-paper editors) considered worthy of a national award for public-relations prowess.

In March, 1951, 41 churches in Kentucky's Ohio county put on a simultaneous revival campaign. To arouse public interest in the revival campaign, five ministers and a layman took turns making 15-minute speeches over radio station WOMI in Owensboro on the six weekday nights before the campaign started.

The layman chosen was J. M. Williams, secretary-treasurer of the Beaver Dam building supply firm. Basing his message on prayer, he quoted the books of St. Matthew and James in the Holy Bible on the topic, as follows:

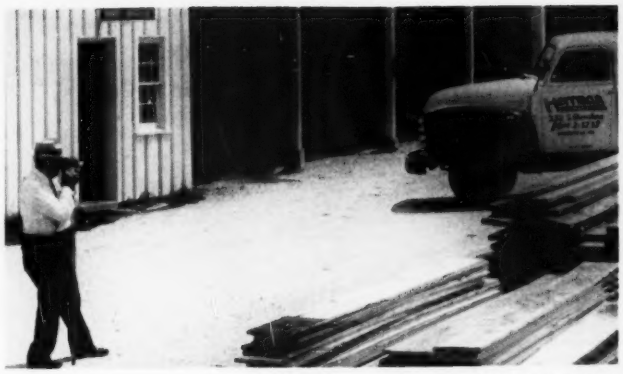
"And all things whatsoever ye shall ask in prayer, believing, ye shall receive. . . . Ask and it shall be given you, seek and ye shall find, knock and it shall be opened unto you. . . . Confess your faults one to another and pray one for another that you may be healed. The effectual fervent prayer of a righteous man availeth much."

In his radio talk, Dealer, Williams implored his listeners to resolve the differences, misunderstandings, and jealousies within their own churches in the spirit of Christ.

When the Green River Valley Citizens League was formed in the Beaver Dam section in September '51, Williams was elected treasurer of the organization. Its purpose is to promote the welfare of citizens living in the valleys of the Green, Nolin, and Barren rivers—particularly with reference to navigation, flood control, farm improvement, and soil erosion. The Citizens League was seeking to obtain a synthetic gas plant to extract oil from the region's vast coal resources and to attract new industries—such as an aluminum plant—to the area.

On October 25, 1951, the Beaver Dam Manufacturing and Supply Company published a half-page

(*See* PUBLIC RELATIONS 101)



S•B•S STAFF FOTO

Dealer's movie camera records YARD AND FAMILY HISTORY

IT IS NOT UNUSUAL for a lumberman to be a movie camera enthusiast. Many dealers have some interest in genealogy. And thousands have a great interest in travel. But when you combine all three, you've got an unusual hobby!

Such is the pastime of Jess Herrman, president of the Herrman Lumber Company in Springfield, Missouri.

Because of the unusual spelling of his last name, he became interested in the past history of the family and has compiled several loose-leaf notebooks of carefully written information. Some facts have required years of letter writing, research, and much travel to discover.

He used his love of travel to visit places where some of his ancestors lived. He makes detailed notes of all such trips.

Herrman has traveled in all states of this country, Canada, and Mexico—and now has many reels of colored movies to show for each trip, plus carefully typed information about each trip, including such details as correct pronunciation of foreign or unusual names. These notes are carefully combined with authentic history before being filed with the reels.

While most of the movies shown at his home are for the pleasure of close friends and relatives, it is not unusual for persons seeking information about some area to look up Jess Herrman to find out if he has made a reel on it. Educators, school teachers, and librarians have been able to get required travel material through his collection.

Herrman took up his movie hobby not only to reproduce the scenes which he and his wife enjoy on trips, but also as a recorder to help tell the story of the Herrman family.

For instance, he located some of his ancestors buried in an old cemetery in Massachusetts. The entrance and stone walls were unusual. So to go along with his family history will be a short movie showing the town, the drive to the cemetery, the entrance, stone walls, many interesting old-time monuments, and the graves of some Herrman forebears. Descendants of the family are certain to be entertained by both moving pictures and written pages on the family history.

More recently, Herrman has turned his movie camera on activi-

(*See* YARD HISTORY *page* 68)

SHEATHED WITH GYPSUM *in 8 man hours!*

Use of Gypsum Board in Zones Explained

Starting at 8:00 a. m., four carpenters applied sheathing on this Chicago duplex home. Each carpenter did his own cutting, scoring, and snapping the panels for fitting. By 10:00 a. m., two hours later, the four walls were covered with gypsum board.

THE DUPLEX house shown here—with a net wall area of 1,219 square feet—was sheathed with gypsum board in eight man-hours!

This "speed of application" project was staged by the Gypsum Association to further acquaint builders with the product and to help dramatize October as the "Silver Anniversary" month for gypsum sheathing.

Joseph E. Merrion, Chicago builder and past-president of the National Association of Home Builders, cooperated by offering four of his carpenters to work on one of the homes going up in his "Hometown" project in southwest Chicago.

The wall and gable area of the house comprised 1,559 square feet. The 340 square feet of window and door openings left a net area to be sheathed of 1,219 square feet.

Seventy-nine gypsum panels, or 1,264 square feet, were allocated for the job. Total waste was only 45 square feet.

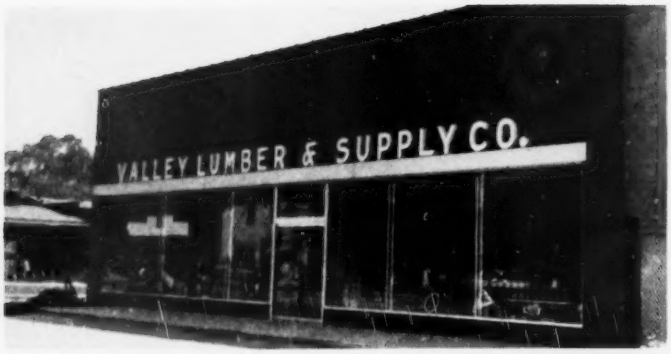
The four carpenters completed the job in two hours, the equivalent of eight man-hours or one man-day. Carpenters received $3 an hour, making a total labor cost of $24. Adding the $68.25 for materials, the cost for the complete sheathing job was $92.25!

The Gypsum Association also has prepared the map shown on this page, which shows builders how gypsum sheathing is used to meet minimum FHA heat-loss ("U" value) requirements in various parts of the country.

In Zone I, where heat-loss requirements are low, ½-inch gypsum sheathing can be used without additional insulation, giving a "U" value of .31 BTU. Cost of gypsum sheathing here ranges from about 5¼ to 6 cents a square foot.

In Zone II, gypsum sheathing in combination with foil-backed board, gives a "U" value of .22 BTU. Cost ranges from about 5¼ to 6 cents a square foot. Cost of foil or lath on wallboard averages about 1¼ cents a square foot, making a total cost of from 6½ to 7¼ cents a square foot on a zone-wide basis.

In Zone III, gypsum sheathing, combined with wallboard or gypsum lath and plaster, plus mineral wool batts or blankets, gives a "U" value that more than meets FHA requirements. Cost of the sheathing is about 6 cents a square foot. Material and labor costs for insulating wool ranges from 6½ cents upward, depending on thickness of wool used. Only about two-thirds or three-fourths of the sheathed area requires the additional wool insulation.



Weathered-pine paneling used in the offices has sold this wood for many a customer's walls. Manager B. J. Etzkorn is seen here in his office. Floodlights and interior lights make the whole glassed-in store one big display at night—it attracts many window-shoppers who 'phone in or come next day for merchandise.

REMODELING BOOSTS IMPULSE SALES 40%

WITHIN THREE MONTHS after the Valley Lumber and Supply Company opened its remodeled and air-conditioned showroom in Hot Springs, Arkansas, cash sales over the counter increased 40 per cent!

The new showroom was planned to go after drop-in traffic that the company had not fully enjoyed before, and also to speed up service to contractors and builders.

The all-glass front, consisting of six display windows and two glass doors, provides an unobstructed view of the interior. Inside, island displays suggest impulse buying.

At night, floodlights turn the building into one big display that attracts window-shopping. The bold sign above the all-glass front is made of pan-type letters, with neon tubing behind them.

"A good sign impresses the name on the customer's mind," pointed out Manager B. J. Etzkorn.

The moment a customer comes in, he is greeted by one of the salesmen who have their desks on the sales floor. If all salesmen are busy, one calls out, "I'll be with you in a minute."

Air-conditioning makes it cool in summer—so cool that sometimes customers come in from the street just for refreshment.

(*See* REMODELING SALES *page* 104)

Builders hardware is displayed at one end of the showroom, pictured at right. Adjoining the roofing display is the rack holding doors. Women customers are particularly attracted to doors, Valley Lumber and Supply Co. personnel report. Roofing is shown, above, on an overhanging panel that simulates a roof. Under this panel, white entrance doors open into a warehouse.

'Balanced' ADVERTISING

This Texas dealer's well-planned ads win him more profitable customers — and state and national awards, too!

SHOULD a lumber dealer's advertising play up the merits of one product at a time? Separate departments and services? Or the whole business and its place in the community?

These are the alternatives that face any dealer who plans his own advertising—and most of them do.

But as a result of a little experimenting, the Richards and Krueger building supply firm in New Braunfels, Texas, has worked out a profitable combination of these ad types.

Proof that this company succeeds in effectively publicizing individual products and their brand names is the fact that Richards and Krueger won first prize in Texas and second for the entire nation in the recent advertising contest sponsored by the Brand Names Foundation.

And the success of its ads in popularizing the firm in the New Braunfels community is shown by the many customers who make it their headquarters for "everything to build anything."

"We look at advertising differently from many firms," commented Manager Ken Fiedler. "We make every attempt to balance our advertising to promote both individual products and services, and the store as a whole."

Like most small-town dealers, Richards and Krueger had always managed to get an ad in the newspaper. But the company's first real attention toward improving its advertising came as a result of having to lure customers from the town square. "Generations have shopped exclusively around the square," Fiedler pointed out. "And although we are located only a few blocks away, this isn't the ideal location—so advertising has to 'bring 'em in.'

"To do this, we have repeatedly plugged the idea that ours is a one-stop service organization and that we sell the best brand-name products," Fiedler added. This has been the company's aim since 1946, when they built an extension to their showroom to house hardware, home appliances, and housewares.

When they play up one particular product or brand in a single ad, the Richards and Krueger firm is careful not to appeal to a single group of its customers. Typical is a newspaper advertisement featuring DuPont paints. Combining a mat offered by the manufacturer with the company's own copy, the ad stresses the quality of the brand—not an interior woodwork paint that might appeal to home-

Good advertising is only the beginning, according to Manager Ken Fiedler—it must be backed up with good sales meetings. Above, Fiedler, second from left, holds an informal meeting with other Richards and Krueger personnel. Ads like the one at right help lure customers to this New Braunfels, Tex., store, pictured below.

owners or a barn paint that would attract farm customers.

Instead of merely using copy to remind the public that the firm offers a house-plan service, the Richards and Krueger company runs a house plan in the paper. Anyone who wants a home—whether he plans to build in the immediate future or only hopes someday for a house of his own—usually is stopped by a house plan. This reminds New Braunfels citizens frequently that Richards and Krueger is the place to go for all home-planning.

Advertising a four-room bungalow for $4,500 proved to be one of the best prospect-getters yet. Although the company sold many of these small homes, other customers decided they could afford a more expensive house after coming in to find out about that model.

The New Braunfels newspaper is published semi-weekly. Richards and Krueger ads are always in both issues. The company also uses the local radio station with two 15-minute programs daily, plus a few spot announcements.

In this town with a population of 12,000, theater advertising has proved effective. The Richards and Krueger firm uses movie trailers throughout the year. "There is no doubt that every theater-goer in this area is aware that we sell and install air-conditioning units," Fiedler asserted. "We do not know of one instance where we can trace a sale directly to this advertising—but it has really kept our name before the public."

This company makes good use of literature supplied by manufacturers of building materials.

"Stuffers" frequently are sent out to Richards and Krueger's carefully compiled mailing list. At least two or three stuffers go out with each statement on the first of the month. Also included is an announcement of any "specials" in prices. "We never give our customers a chance to forget what lines we carry," Fiedler pointed out.

What does this effective advertising cost this building supply firm? Less than one per cent of its gross volume!

Careful planning and a sound advertising philosophy prove more important than the amount of money spent to bring in customers, according to Harvy L. Richards, who went to New York last April to receive the tribute paid his company by the Brand Names Foundation. Over 6,000 firms competed in the contest for 1951 "Brand Names Retailer of the Year" bronze plaques.

Homebuilders Set Up Research Institute

As they started solving their chief public-relations problem by guaranteeing homes, homebuilders have run into a second major hurdle—carrying out the guarantees.

To wage war on this problem, directors of the National Association of Home Builders at their recent meeting in Seattle put their stamp of approval on the new Home Builders Research Institute. This outgrowth of NAHB's technical services department is headed by Leonard G. Haeger, who formerly headed research for HHFA.

NAHB President Alan Brockbank gave a typical example of the problem involved: He bought for his homes 60 water heaters that were guaranteed by the manufacturer. A widow who purchased one of the houses called five weeks later to say that hers was not working. A plumber verified the defectiveness of the unit. The manufacturer's representative said to send the defective part to the factory.

But this irate widow had to have hot water and Brockbank was expected to replace the unit in the meantime, despite the manufacturer's "guarantee." He pointed out that many small builders could not financially carry the burden of having 10 water heaters—or other items—go bad at once.

"We want our members to report to our Home Builders Research Institute on materials that are not standing up," Brockbank asserted.

Serving as a confidential "gripe system" on products that go into homes actually is only the beginning of the new institute's service. Haeger has expressed a belief that ultimately it can contribute most to the development of homebuilding technology by acting as a catalyst between the industry's scientific laboratories and men in the field who carry out their discoveries.

For example, varnish manufacturers, who have long been at work on a natural finish for redwood, might take advantage of NAHB's institute to test results on houses being built by NAHB members.

The institute will do no research of its own—only stick to spreading the word about what others are doing.

It soon will publish a reference manual listing the best recent books, papers, and research on the 12 steps of homebuilding—from analyzing local markets to maintenance and repairs.

The first meeting between builders and manufacturers to talk over ways in which materials can better fit new homes took place October 3. A dozen builders met with air-conditioning engineering and sales executives.

Comfortable chairs and stools help persuade customers to stop to look at wallpaper samples and plan books. The Richards and Krueger firm offsets the handicap of being located away from the town square by advertising that it has everything for building and maintaining a home. They supply major and small appliances and other work-saving conveniences.

Store Walls HELP SELL PLYWOOD

A small wall section here or a counter there can't show plywood to its best advantage. When this dealer paneled his entire walls, plywood sales jumped immediately!

By BEATRICE MILLER

THE HAGERSTOWN Lumber Company has literally awakened home-owners and commercial establishments to the vast possibilities for creating pleasing and relaxing surroundings with plywood paneling.

"Putting up isolated pieces of plywood never could tell the story," asserted Margaret Kreps, secretary of this Hagerstown, Maryland, firm. "If you take plywood paneling or any other item out of its furnishings 'context,' it loses its meaning. By covering all our walls with plywood, we not only show our materials on large areas, but enjoy unusually beautiful surroundings while we work."

A "key dealer" for the U. S. Plywood Corporation's Weldwood line of plywood, the Hagerstown Lumber Company invested in this continuing demonstration of fancy plywood uses five years ago! Since then, plywood sales have increased 35 per cent, according to Miss Kreps, and 20 per cent of all plywood sales are in fancy hardwood types.

The reaction of some customers has been to adopt outright for their homes, restaurants, hotel lobbies, theaters, meeting halls, and industrial offices the ideas put forth by the colorful plywood backgrounds used by the Hagerstown store.

One customer who bought $900 of plywood for a ranch style home commented, "I have shopped around a good many building supply companies, but nowhere else have I seen such suggestions of how beautifully plywood can be applied and painted."

This customer copied a striated fir plywood paneling, painted chartreuse and used with blue floor carpeting, that is used in the company's bookkeeping department. Functional furniture of modern design ties together the whole decorating scheme. The company has obtained some unusually pleasing effects by coloring certain plywood patterns, in addition to using them in a natural wood finish.

The president's office was done in a mahogany plywood, accented by deep red floor coverings. Furniture of modern design in walnut is grouped around a focal point at the fireplace. Another office was done in walnut plywood.

(*See* SELL PLYWOOD *page* 105)

Sales increases soon paid for the plywood used to decorate the walls of the Hagerstown Lumber Company. In the top photo, a customer admires ripped oak plywood paneling used in the sales manager's office. Mahogany plywood was used on the unusual walls of the president's office, seen above.

Building for FIRE PREVENTION

By CHESTER CROSSFIELD

President, Southern Building Code Congress and Chief Bldg. Official of Nashville, Tenn.

A BETTER TITLE for this article, perhaps, would be "Building for the Protection of Life and Limb," for the lives of our people are far more important than the loss of buildings and their contents.

But, as one engineer aptly said, "in so building for the protection of the lives of our people, we automatically build for fire prevention and for the protection of property values."

It is the duty of any sovereign power—usually our cities—to protect the lives and properties of its citizens. In the regulation of buildings and private property this is accomplished by building codes and zoning laws.

The zoning laws prevent the indiscriminate intermingling of business, industry, and dwellings.

The building codes set up requirements as to size, stability, safety, and usefulness. But, let me say here, that these regulations in no way take away your private rights. This is a free country and you have a right to do as you wish so long as you do not infringe on your neighbor's rights.

Nashville, Tenn., along with most other major Southern cities, uses the Southern Standard Building Code. This code was written especially for our section of the nation. It is what is generally known as a performance code. This term simply means that the code sets up certain desirable construction results, but it does not specify the particular type of material to get these results.

The Southern Standard Building Code allows the greatest possible leeway to both the architect and the contractor; the architect in design; the contractor in his choice of building materials.

Buildings naturally fall into these six different classifications:

Type I—Fireproof construction. In this type all exterior walls are masonry or reinforced concrete, or other approved materials or combination of materials, and all the structural members are non-com-

		Floor Assembly	Ceiling Assembly of Metal Lath and Plaster	Fire Resistance Rating	Authority
FLOORS	WOOD JOIST FLOORS	Double wood floor (1½" sheathing, T.&G. finish, with asbestos paper between) supported on 2" x 10" joists. Ordinary building paper can be used with T. & G. subflooring.	¾" gypsum-sanded plaster, 1:2, 1:3 mix. Metal lath attached with 1½", 11-gage, ⅞" head barbed roofing nails, at 6" c/c.	1-hour Combustible	BMS-92, Table 42
			¾" Portland cement plaster, 1:2, 1:3 mix. Metal lath attached with 1½", 11 gage, ⅞" head barbed roofing nails at 6" c/c.	1-hour Combustible	
			Either of above 1-hour assemblies with additional supports for lath placed 27" c/c attached to alternate joists, consisting of 1 loop of No. 18 wire slipped over each of 2 nails driven in 1¼", 2" above bottom on each side of joists, and ends of this loop tied below lath.	1¼-hours Combustible	
			¾" gypsum-vermiculite plaster[1] on metal lath attached with 1½" barbed roofers' nails, 11 gage, with 7/16" heads, spaced 6" c/c.	1¼-hours Combustible	NBS Report TR10218-20; FP 2984a
			¾" gypsum-perlite plaster[1] on metal lath attached with 1½" barbed roofers' nails, 11 gage, with 7/16" heads, spaced 6" c/c.	1½-hours Combustible	NBS Report TR10218-20; FP 2984b

		Studs	Total Thickness	Thickness and Type of Plaster on Metal Lath	Fire Resistance Rating	Authority
PARTITIONS	WOOD STUD HOLLOW PARTITIONS	2" x 4" Non-load bearing	5¼"	1" neat wood-fibered gypsum	2-hours Combustible	BMS-92, Table 30
		2" x 4" Load Bearing	5¼"	¾" gypsum-sanded 1:2, 1:2 with mineral wool fill.	1½-hours Combustible	
			5¼"	¾" gypsum-sanded 1:2, 1:3	1-hour Combustible	
			5¼"	¾" Portland cement and sand 1:2, 1:3. Add 3 lbs. asbestos fiber per bag of cement	1-hour Combustible	
			5¼"	¾" gypsum-sanded 1:2, 1:2	1-hour Combustible	
			5¼"	¾" gypsum-vermiculite[1]	1-hour Combustible	Underwriters' Laboratories Retardant 2773, dated 8/31/44
			5¼"	¾" gypsum-sanded 1:1½, 1:3	1-hour Combustible	Underwriters Laboratories Retardant 1355, dated 8/10/22
		2" x 2" Non-load bearing	3¼"	¾" gypsum-sanded 1:1½, 1:3	1-hour Combustible	

Fire-resistive ratings for construction of metal lath and plaster have been summarized by the Metal Lath Manufacturers Association in a four-page folder, entitled "Summary of Metal Lath and Plaster Fire Resistive Ratings." Shown here are the ratings of floors with wood joists, above, and the ratings of partitions with wood stud hollow construction, below. Free copies are available from MLMA, Engineers Building, Cleveland 14, Ohio.

bustible materials and provide four-hour fire resistance for exterior walls.

Type II—Fire-resistive construction. In this type all exterior walls are masonry or reinforced concrete, or other approved materials or combinations of materials, and all the structural members are non-combustible materials and provide fire resistance for two or more hours.

Type III—Heavy timber construction. In this type all exterior walls are masonry or reinforced concrete, or other approved materials or combinations of materials, and all the structural members are heavy timbers.

Type IV — Non-combustible frame construction. In this type all structural members, including wall framing, floors, roofs, and their supports, are steel, iron, or other metal, or other non-combustible materials.

Type V—Ordinary construction. In this type, which does not meet the requirements of Type III, all exterior walls are masonry or reinforced concrete enclosing wood floors, roofs, etc.

Type VI—Wood frame construction. In this type the enclosing walls are wood or other combustible materials.

As the type of construction is decreased with respect to fire protection, of course the size of the building must be decreased, and the use of the building must be decreased also.

The use of buildings falls into eight different groups. These include (A) Residential; (B) Business; (C) Schools; (D) Institutional; (E) Assembly; (F) Storage; (G) Industrial, and (H) Hazardous.

This restriction on use is as necessary as the restriction on the type of construction. In fact the two must always be considered together.

For example, a dry cleaning establishment would not be permitted in a building of ordinary construction.

On the other hand, a building of ordinary construction of not more than two stories might be entirely acceptable for the storage of farm machinery—even in the first zone of the city fire district.

Building codes are established for public safety and protection. Yet we must be careful in our efforts not to be so restrictive as to cause the ownership of property not to be economically profitable. Millions of dollars worth of needed construction materials have been thrown to the winds each year under the guise of fire protection —because of excessive fire-resistance requirements in building codes!

How far should building codes go in requiring fire resistance and structural stability? The answer is simply: only as much as is needed for the protection to the lives and property of your community. Building codes should not go beyond that because there is no legal or economic justification for it.

In attaining proper objectives, building codes require that certain buildings—because of size, location, or use—should be practically immune to destruction by fire, either inside or outside. Such a requirement is most reasonable.

It is a sad, but true, fact that we profit and extend our knowledge toward safety of lives and property after such a tragic disaster as the Winecoff Hotel fire in Atlanta, Ga., on December 7, 1946.

A complete burnout occurred in most of the rooms on the 9th floor. The partitions were 3-inch terra-cotta, plastered on both sides, which had a fire-resistance rating of one hour. They were exposed to fire on both sides; yet in only one instance was a partition broken through and that was in a small area.

While the duration of the fire lasted three hours, it was definitely proven that the extreme heat

(*See* FIRE PREVENTION *page* 68)

HOW TO FILE CATALOGS FOR QUICK, EASY SELECTION

Like most other lumber dealers, J. B. Tanner, owner-manager of the Tanner Lumber Company in Athens, Ga., didn't have any particular way to file the building supply catalogs of wholesalers and manufacturers that he used almost daily in filling his warehouse and the special needs of his customers. So, it was always a problem to locate quickly the particular one he wanted, and this often irritated him, as shown at left above.

But then one day last spring he put on his thinking cap and decided to have built the handy, inexpensive catalog holder shown at right. Now, J. B. Tanner is all smiles when he wants a catalog, because he snatches it in a jiffy!

He had the catalog holder made in the company woodwork shop from scraps of plywood. It is 20" wide, 11" deep, and 11½" high, to hold the 10 most popular catalogs used by the Tanner Lumber Co. The base, back, and ends are cut from ¾" plywood.

Dividers, shaped at the top like the end-pieces, were cut from ¼" plywood and set in grooves machined in both base and back. The holder was finished "natural."

WASHINGTON NEWS ☆ ☆

ELECTION OF "IKE" as the president of the United States gives hope to the millions who elected him — and many who didn't have the courage to back him — of new efforts in Washington to balance the budget, reduce taxes, settle the Korean conflict, eliminate controls, and do many other important things that have not concerned the Truman administration too greatly.

Few changes, other than voluntary resignations, will be made in the great mass of civil service employees because they are considered by both parties as careerists in the service of the national government. But — come January 20 — a considerable number of changes will be made in top-level positions, as well as in the Cabinet line-up, as General Dwight D. Eisenhower swings into action with his crusade for clean, efficient minimum national government.

Observers here are agreed that one of the major factors in the defeat of Adlai Stevenson for the presidency was the public's distaste for the bad taste of President Truman in slinging mud and telling many distruths about Eisenhower and other nominees in his costly "whistle-stop" tour.

IF EISENHOWER lives up to his promise to effect economies in the operation of the Federal government, a study of expenditures of strictly civilian agencies during the third quarter should help show where the axe may best fall. According to Dr. George C. Smith, economist of the U. S. Chamber of Commerce, every Federal government department except one is spending money faster this fiscal year than in 1951 — and the sharpest increases are in strictly civilian agencies.

Smith's study, based entirely on official figures of the Treasury Department, shows that the Labor and Agriculture departments have set the pace by spending 60 per cent more in the July-September three-month period this year than they did for that quarter of '51.

State Department spending is up 53 per cent, and Defense Department expenditures are up 26 per cent, in this comparison.

The Department of Justice is the only one spending less than last year, and this decrease is due to a sharp drop in spending by the Federal Bureau of Investigation!

THE NATION'S private home-building will produce at least one million new homes in 1953, predicted Frank W. Cortright, executive vice-president of the National Association of Home Builders. He expressed confidence that the new administration would encourage a high volume of construction to assure a high volume of employment in the building trades and provide America with better dwellings and work structures.

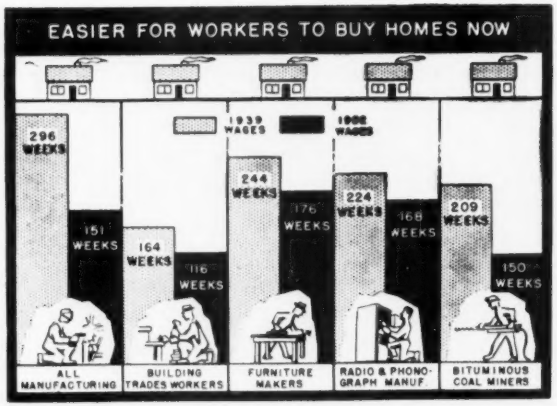
According to Cortright, the one serious problem ahead is the limiting by the administration of a 4-per-cent interest rate on home loans for veterans. He thinks that the only hope of solution is for the veterans themselves to decide that the interest rate should be increased and persuade the government to change it.

A MAJOR CHALLENGE confronting the private building industry, according to the new Producers Council president, Elliott C. Spratt, is the need for devising a plan which will enable homeowners to spread the cost of modernizing and enlarging their property over a longer period of years.

A BASIC CHANGE in the method of handling the distribution of programmed defense housing, among those interested in constructing it, has been announced by HHFA Administrator Raymond M. Foley. Now, the builder or sponsor may apply for the number of units he wishes to build by filing applications for Title IX mortgage insurance through approved lending institutions.

As of October 15, the HHFA reported, more than one-third of the units programmed in Critical Defense Housing Areas had been put under construction and, of those, half (or one-sixth of the total) had been completed.

HOUSES being built and planned are growing larger in floor space and number of bedrooms and baths, according to H. R. Northup, NRLDA executive vice-president.



Data: Bureau of Labor Statistics

It's much easier to buy a home today. Wages have advanced faster than housing costs, according to the National Association of Home Builders. People employed in general manufacturing had to work 296 weeks to earn the cost of an average home in 1939. Now their wages for just 151 weeks will buy a new 1952 home. It's the same story in other lines of activity, too. As a result, more people own homes than ever before.

NEWS of the INDUSTRY

Prosperity Depends on the Retailer, Conference Told

"PROSPERITY lies on Main Street. The key man in our economy works behind the counter. And the retailer's store determines the state of business or prosperity."

So asserted the national advertising and sales promotion director of Sears, Roebuck and Co., Marvin C. Lunde, at the fourth annual retailing clinic held at the Atlanta Division of the University of Georgia on October 15. Plenty of such food for thought was delivered at this merchandising clinic, but few dealers were on hand to digest it.

Deploring the fact that since World War II, retailers have traded on the psychology of fear, shortages, allocations, and inflation, Lunde enumerated several significant "rainbows" that make the future look bright. These included a recent gain of 1.6 million employed workers, a rise of 1 million households since 1950, and rising personal income particularly in the South.

Lunde said the retailer needs these things to compete profitably on today's buyer's market:

1. Merchandising plan — with full stock and variety of wares.

2. Selling organization — with carefully selected and trained personnel who have practical knowledge of the products they sell.

3. Visual promotion — through continuous, all inclusive use of displays in stores and windows that will sell by suggestion, and will permit the salesman to sell more by comparison and trading up.

4. Advertising — properly prepared and timed as to season, occasion, or demand. "Advertising expense should be second only to payroll expense. Advertising must work harder to bring in more sales dollars per advertising dollar spent."

Discussing "The Business Outlook for 1953," Dr. Robert A. Love, Mid-Town Business Center director for the City College of New York City, pointed out that good business next year will depend on the "alertness and perseverance of retailers."

Love said that too many salesmen today have a "psychological reluctance" to do a good selling job, even though buying power is exceptionally high and all the salesman has to do is to persuade the customer to buy.

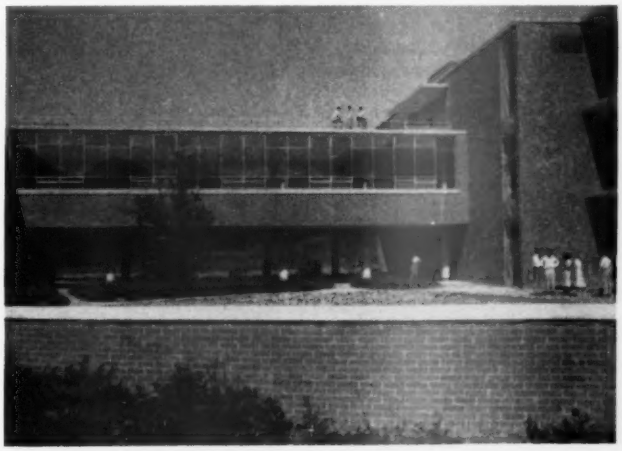
He decried the unfounded fears of recession voiced by businessmen, claiming that future recessional trends are increased by such fears. He said these include fear of economic results from the ending of Korean hostilities, fear of decreased defense spending, fear of reductions in plant and equipment outlays by industry, and fear of a construction slump.

As to the latter, the New York economist pointed out that housing starts this year have already passed the 1,000,000 mark, although predictions for the year ran up to only 800,000. He said the chief threat to the construction industry in '53 will be scarcity of mortgage money. "But when housing starts slack off, there still is a great need for more schools, hospitals, and military construction."

He explained that the main lacks of our economy are young people willing to make profitable careers of retail selling and an inadequate supply of retail managerial personnel.

The founder and head of the J. C. Penney Co., which has a chain of department stores in all 48 states that last year sold over $1 billion worth of merchandise, told the Atlanta retailer audience to "welcome competition with enlightened self-interest because it means more business for you."

J. C. Penney explained that the pace-setting by new retail stores—in displays, advertising, and merchandising — made existing establishments perk up to take more



NATION'S MOST MODERN ARCHITECTURE PLANT

The new Architecture Building at the Georgia Institute of Technology in Atlanta, above, is unique in that the State of Georgia has provided for all needs of the school in a building designed and supervised by those who will occupy it. The architects for this million-dollar building were Bush-Brown, Gailey and Heffernan. All are members of the teaching staff for the school, which now has an enrollment of some 300 architectural students. Designed by P. M. Heffernan on three ground levels, the building has 61,563 square feet of floor space not including the concourse below or the deck above the library. Its North and South wings include drafting rooms, classrooms, offices, auditorium, shop, exhibit and judging room, director's office, and staff room.

of the business stimulated by more consumer sources of supply.

"If men know they can depend upon your merchandise and service, they will become your friends and remain your customers!"

In another speech, the public director of S. H. Kress and Co., New York City, further emphasized this point. "Today, most items that are sold are made in similar versions by different manufacturers at identical prices. It is the store that earns the confidence and respect of the customer that will get his business," Gilbert L. Ward said.

He cited the fact that misconceptions about management, held by both customers and sales clerks, are partly responsible for many lost sales. Among such misconceptions, he said, are that "retail profits are too high. Retail jobs are not stable. Retailers are to blame for high prices. Anybody can sell."

Ward urged managers to try to ferret out these misconceptions and play them down through advertising campaigns and better public relations.

Mrs. Claire M. Lang, executive vice-president of Franklin Simon and Co., New York City, urged the retailing assembly to make more and better use of women in their retail stores. She cited these qualifications that make women of special value in retailing.

1. Women are the shoppers. They better understand the attitude of the careful, thrifty shopper who likes to look around.

2. Women generally have a greater appreciation of color, fashion, and the reasons other women will buy certain styles.

3. Most women have some — and usually a great deal — of experience in keeping house, so they know from actual experience what are good selling points for household items.

4. The most important fact, perhaps, is that generally women are more flexible and willing to change with the times.

Safety Awards Started

The National Safety Council's new award "for exceptional service to safety" was presented last month to the Associated General Contractors of America and the Portland Cement Association.

These and four other associations received awards at the 40th National Safety Congress and Exposition in Chicago.

Similar awards will be made by the National Safety Council to associations each year.

Reports turned in by AGC members showed that during the last 10 years efforts to reduce accidents had increased 655 per cent.

Building Supply Firms Win Industry "Oscars"

Financial World's 12th annual competition for annual reports in 100 industrial classifications resulted in the awarding of an "Oscar of Industry" to the Caterpiller Tractor Co. for the eighth time.

A seventh-time winner was the Marquette Cement Manufacturing Company.

A sixth-year recipient was the Minnesota Mining and Manufacturing Co.

The Monsanto Chemical Co. received its fourth trophy; the Weyerhaeuser Timber Co., its third; and the Owens-Corning Fiberglas Corp. and Torrington Manufacturing Co. their second awards.

Mortgage Lenders Predict '53 Building

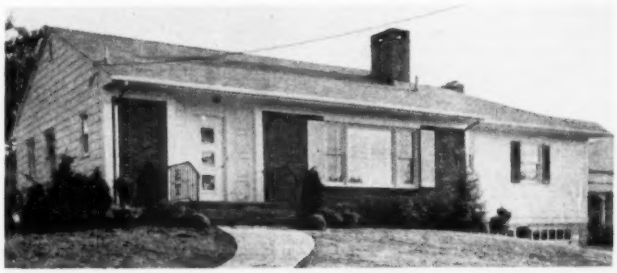
At a meeting in Chicago last month of the nation's mortgage lenders—usually good forecasters of the housing market—it was predicted that the housing boom will continue next year but "with the edge off." Slowing down will come principally in the East and Midwest, they believe.

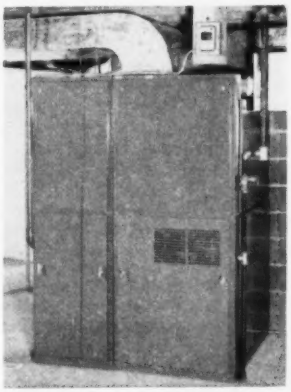
They predict an increase in money, however, and suggest that at least one million residential units will be started during 1953. Mortgage lenders will be more choosey on loans, partially because other investments are more attractive and pay off better.

A spokesman cited homes priced between $12,000 and $15,000 as the soundest investment, with some variation that depends on locality.

Lenders prefer one-story houses and will insist on good community planning. They cautioned against homes under $10,000 as being too cheaply built to hold up and against high-priced homes, for which few people have the down-payment.

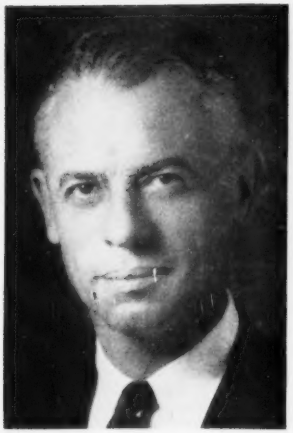
AIR-CONDITIONING "EMANCIPATES" HOUSEWIFE





This is the first of 44 air-conditioned homes to be built at Deerfield Park in Short Hills, N. J., that include a Carrier Weathermaker combination heating and cooling unit. This model home is called "Emancipation House" because it reduces so much cleaning for the housewife. The air-conditioning unit provides humidity control throughout the year, as well as continual circulation of filtered air. Eliminating the need for cross ventilation in rooms permits greater economy of design. These houses will sell for between $13,000 and $20,000.

PERSONNEL PARADE



R. D. SYER is the new president of Allied Building Credits, Inc., national credit finance organization serving the building industry, with headquarters in Los Angeles, Calif. He was promoted from executive vice-president to succeed R. A. Peterson, who recently joined the Transamerica Corp. He joined ABC in 1948 with wide experience in banking.

THE UPSON CO.: *Kenneth A. Boos*, assistant secretary and assistant treasurer for the past year, recently was elected treasurer. *James J. Upson*, executive vice-president and secretary, was named to the board of directors. They fill vacancies created by the death of Otto L. Koehns, August 6.

W. S. DICKEY CLAY MANUFACTURING CO.: Superintendent of the new Meridian, Miss., plant is *J. R. Millsom*. He is the third generation to serve the company. His grandfather came from Dalton Potteries of England to associate with the late Walter S. Dickey when the first plant was opened in Deepwater, Mo. Millsom's brother, the late Walter C. Millsom, was vice-president and a director.

MUNITIONS BOARD: *John B. Veach*, president of the National Lumber Manufacturers Association and also of the Hardwood Corp. of America in Asheville, N. C., has been appointed forest products consultant to the Munitions Board. He also is chairman and consultant to several other national defense groups. During World War II, he served as deputy lumber coordinator in charge of hardwood lumber procurement for the armed forces. He succeeds the late *Harry T. Kendall* as consultant for the Munitions Board.

R. D. WERNER CO.: *Cyrus D. Dunthorn* has been appointed assistant general sales manager. He will direct field sales of re-sale products, such as Ardee sink frames, clothes dryers, stepladders and other aluminum products.

PORTLAND CEMENT ASSOCIATION: *Miles D. Catton*, director of development since 1949, is now assistant to the vice-president for research and development. He succeeds *H. F. Gonnerman*, who retired September 1 after 30 years with the association.

AMERICAN HARDWARE CORP.: *L. Curtis Booth* is the new vice-president in charge of sales for the P. & F. Corbin division of this New Britain, Conn., firm, according to President Evan J. Parker. Booth succeeded *Earle V. Pomeroy*, retired. Booth joined the American Hardware Corp. in 1928 upon his graduation from the Yale Scientific School. He advanced to the assistant sales managership for Russwin products in 1947, and to the managership last year. He is a new member of the American Society of Architectural Hardware Consultants.

G. FINDLEY GRIFFITHS is new vice-president of sales for the Acme Steel Co., Chicago. He joined the company early in 1950 and has served as assistant to the executive vice-president and assistant to the president in charge of distribution.

GRAHAM ROHRER recently was appointed director of specialty sales and advertising for the Georgia-Pacific Plywood Co.

RUBEROID CO.: Three new members of the "Twenty-Fiver" veteran employee circle of this asphalt products maker were hailed at an October 20 observance of Ruberoid's 66th anniversary in the New York main offices. They increased the New York "Twenty-Fiver" circle to 12. The three "veterans" are *E. J. O'Leary*, vice-president and sales manager; *Harry E. King*, manager of industrial and asbestos fiber sales, and *Frederick E. Byrnes*, vice-president in charge of industrial relations.

SWEDISH CRUCIBLE STEEL CO.: *William Balfrey*, after spending many years in developing pressed metal sanitary fixtures, has been appointed sales manager of the plastic division. *Richard R. Rourke* is his new assistant.

GENERAL ELECTRIC CO.: *Edward L. Stehle* is new Southeastern district manager of the major appliance division. From headquarters in Atlanta, Ga., he directs sales in the Carolinas, Georgia, Florida, Alabama, Mississippi, Tennessee, and Kentucky.

MASONITE CORP.: *John M. Coates*, president, has been made president of the company's subsidiary, Marsh Wall Products, Inc. He succeeds Eugene Holland, for-

mer president of both corporations. *Samuel S. Greeley* was recently made director and assistant secretary of the Marlite firm in Dover, Ohio.

ALGOMA PLYWOOD AND VENEER CO.: *Raymond P. Fulwiler* has been elected president of this United States Plywood Corp. subsidiary, which makes only cabinet-grade hardwood plywood and specialties. He fills the place of the late Charles G. Yerkes.

ACME STEEL CO.: *Neil L. Anderson* is new manager of the Steelstrap department of the Acme steel products division. He joined the parent company 33 years ago as a mailboy and later served in the advertising department and as a sales correspondent and salesman.

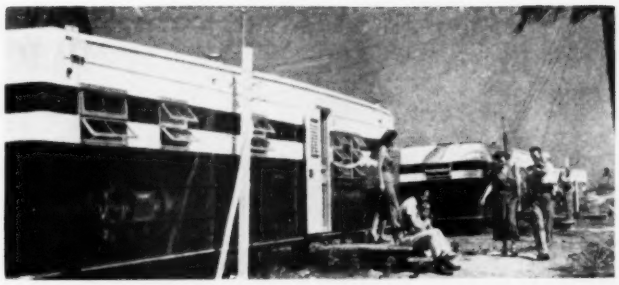
KIMBERLY - CLARK CORP.: *John B. Kimberly*, vice-president in charge of sales, has been promoted to executive vice-president. His former duties were taken over by *A. G. Sharp*, until recently general sales manager. *John B. Catlin*, general marketing manager, became assistant vice-president. These changes followed the retirement of Ernst Mahler as executive vice-president.

SHERWIN - WILLIAMS CO.: New sales promotion manager for this paint manufacturing firm is *L. W. Dasbach*. He joined the company in 1918 as a salesman and worked his way up to director of store advertising.

REARDON CO.: *Karl B. McKenzie*, who joined this manufacturer of cement and cold-water paints last August, has been promoted to advertising diretcor. He had been in advertising in Chicago and St. Louis for 14 years.

PITTSBURGH PLATE GLASS CO.: *Alan B. Castator* is now general sales manager of this company's brush factories at Baltimore, Md., and Keene, N. H. Castator joined the company in 1931 and previously served as salesman, Atlantic City store manager, and assistant manager of the Detroit warehouse.

ALLIED BUILDING CREDITS, INC.: This nation-wide financing firm that serves the light construction field has promoted *W. L. Davis* to assistant manager of the business development department. He supervises promotional activities throughout the Mid-West, with headquarters in Chicago.



TRAILERS PROVIDE HOMES FOR BUILDERS

With family housing at a premium at the Ramey Air Force Base, Puerto Rico, families of key personnel of the Tecon Construction Co. are living in Travelite trailer coaches. This Dallas, Tex., construction firm was awarded contracts at that base. The trailers were transported from Texas to Puerto Rico via Lykes Shipping Lines, eliminating need to build temporary housing at the site.

House-Trailer Park Law Enacted by Ohio

Ohio is the first state in the union to adopt regulations providing for adequate water and sanitary facilities for house-trailer parks. The House-Trailer Park Sanitation Law insists that all house-trailer park operators be licensed by local and district Boards of Health wherever house-trailer parks are located.

Prior to licensing, an operator must submit and receive approval on all plans and specifications for his proposed water supply, sewage and sewage disposal, plumbing, drainage and sanitary equipment.

To protect the health of the occupants, this law makes it mandatory that the house-trailer park operator provide a complete sanitary sewage system. Each house trailer must be properly connected to such a system.

Germany Gets Largest Hardboard Press

The world's largest hardboard press started operating recently in Herzberg, Germany. Built by G. Siempelkamp and Co. and installed in the plant of Fritz Homann, the press is 34 feet high and 20 feet long. The largest previous presses had 20 openings; the new Siempelkamp has 30.

The new plant is expected to greatly increase German use of hardboard which is reported to be 4.2 pounds per capita as compared with 24.2 pounds in the United States, and 52.8 pounds in Sweden.

The hardboard will be used for wall coverings, floorings, prefabricated houses, home furniture, and commercial uses.

"Painting Parties" Sell More Paint for Dealers

In the spirit of the old-time corn-husking bees, quilting parties, and house raisings, some dealers are now promoting "painting parties."

Smart dealers have suggested in advertisements that it takes little money and effort to give an apartment clean, fresh walls when several couples get together for the occasion.

From Big Spring, Tex., for example, comes a story of the week several grown and married children spent with their mother on her ranch. When the women gathered in the kitchen to prepare meals, they decided to get rid of its dinginess—and the whole group turned part of their vacation into a painting house-party.

Even the youngest generation kept busy and out of the way by painting chairs, tables, waste basket, broom handle, and the insides of drawers.

A fuller account of the possibilities of promoting paints in this manner is offered in a new free booklet, "Painting Parties Are Fun," from the National Paint, Varnish and Lacquer Association, 1500 Rhode Island Avenue N. W., Washington 5, D. C.

Door Units Subject at Jobber Meeting

A two-hour panel discussion on wood door units will be discussed by and for members only Thursday morning, December 4, at the 13th annual winter meeting of the Southern Sash and Door Jobbers Association at the Roosevelt Hotel in New Orleans, La.

The semi-annual meeting begins with committee meetings on the morning of Tuesday, December 2. A ladies luncheon-fashion show follows in the Blue Room, with the men going to the Metairie Country Club for a luncheon and the annual golf tournament.

The SSDJA board of directors meets Wednesday morning, with separate luncheons again for men and women. Featuring a battery of industry speakers on timely topics, a general meeting will consume the afternoon. A cocktail party, buffet dinner, and floor show climax the day's schedule.

The meeting ends Thursday at noon, according to Secretary-Treasurer Barney Gallagher. The group will adjourn to the Jockey Club for lunch and "a day at the races."

SPIB Rates for Lumber Inspection to Rise

Effective December 1, the Southern Pine Inspection Bureau will increase the rates for claim and certificate inspections.

As announced by Secretary-Manager A. S. Boisfontaine, the minimum charge for certificate inspections will be increased from $25 to $30. But the per-thousand-foot rates will remain the same at: $1.50 for lumber less than 2-inch nominal thickness; $1.25 for lumber from 2 to 3 inches thick; and $1.00 for 3 inches or thicker.

For claim inspections, the rate will be increased from $25 to $30 a day or any part thereof.

Boisfontaine pointed out that these new rates will be in line with the present charges of all other lumber associations and bureaus for similar services, and that they still are relatively low in relation to present-day values.

"At the same time," he explained, "the Southern Pine Inspection Bureau fully recognizes the importance of keeping inspection rates on the most reasonable basis possible, because it is greatly to the interest of grading standardization for these facilities to be fully utilized. Every effort, therefore, will be made to cooperate with the users of this service in holding the actual cost of inspection to the lowest minimum."

Modular Houses to Be Tested in San Antone

Embodying special design and technological developments intended to lower homebuilding costs through simplified construction methods, two modular-engineered houses are being built at San Antonio, Tex.

The houses were designed and engineered by the Housing Research Foundation of the Southwest Research Institute under contract with the Housing and Home Finance Agency, Administrator Raymond M. Foley announced.

Among the technological developments incorporated in these dwellings will be flat slab concrete floors without perimeter foundations; a new roof truss design which can be assembled without a jig table, and sheathing applied with edge clips and adhesive.

Made of modular units, 40x20-inch panels are used interchangeably for wall, window, and ventilating units. They are erected as "curtain-wall" panels between a concealed aluminum framework.

Of stressed-skin construction, the insulated wall units can be built of a variety of materials. When placed between the aluminum studding, the panels are tightly sealed at all joints through the compression of plastic tubing. Thus, no measuring, cutting, or fitting is required for site assembly, HHFA reported.

Plywood Campaign Focuses on Self-Doers

West coast plywood manufacturers this month are launching a slam-bang $100,000 fall sales promotion calculated to send 1952 retail plywood sales to an all-time high.

The brain-child of W. E. Difford, again managing director of the Douglas Fir Plywood Association, the new promotion will dramatize plywood as "today's best buy" for fall building jobs like remodeling, boats, farm buildings, and Christmas shop projects.

"In terms of end-use value," Difford said, "fir plywood is the bargain building material. As our advertising points out, a spare-time craftsman can build a luxurious wardrobe with less than $55 for the plywood, or a striking storage table for under $10 for plywood.

"This means that with the cost of living and building continuing to rise, practical fir plywood is the economical ally of both professional and amateur builders."

The campaign breaks in mid-November with full-page ads in national magazines directing readers to their lumber dealers for plywood.

Meantime, the plywood makers will supply dealers with a neat "best buy" tie-in promotion package in time for them to roll on the local level with the opening salvo.

Difford explained his "God helps those who help the dealer" sales philosophy by pointing out that the nation's 27,000 retail lumber dealers sell about 50 per cent of total fir plywood output. Sales

CERTAIN-TEED TESTS, IMPROVES HERE

This new engineering, research, and development center serves the Certain-teed Products Corp. The recently-completed plant near Paoli, Pa., also serves as a showplace for Certain-teed's products. Among them are Gypsteel Plank (a gypsum slab, steel reinforced roof deck), Firestop Bestwall wallboard, Certile Fiberglas acoustical tile, and Certain-teed asphalt impregnated insulation board.

this year are expected to approach 3 billion square feet.

"That's why the ads will stress that Douglas fir plywood is available everywhere at local retail lumber yards. And that's why the industry will offer dealers the kind of down-to-earth, practical tie-in sales tools they need to transform the interest in plywood stimulated by 'best buy' advertising into new business," the association director said.

Consumer advertising includes full and half page ads with more than 5 million total impressions and "best buy" trade advertising to contractors, builders, farmers, businessmen and other dealer markets.

Bond-Howell Stimulates Interest in Election

The Bond-Howell Lumber Co., one of the biggest chains of retail yards in northern Florida, "did its bit" to arouse interest in the presidential election by sponsoring a radio program, "Presidential Preference Poll."

Starting on September 7, the nine-week program stimulated interest in voting at 1:30 p.m. each Sunday. A straw vote invited listeners to write the name of their presidential preferences on a postcard and mail it to radio station WPDQ in Jacksonville.

After six weeks, nearly 1,600 "votes" had been received, with Eisenhower in the lead.

Colonial Cedar Names Davis as Dixie Agent

Marion T. Davis and Co., Atlanta, Ga., manufacturers' representatives, have been appointed manufacturer's agents in the Southeastern states by the Colonial Cedar Co., Seattle, Wash., makers of Fitite pre-stained cedar shakes and Stayon roof stain.

Ernest L. Connor, president of the Colonial Firm, appointed Davis on a tour of Dixie late last month. The Davis organization will represent Colonial to jobbers in the states of Alabama, Florida, Georgia, North Carolina, South Carolina, and Tennessee, and parts of Virginia and Kentucky.

According to Connor, the Colonial Cedar Company originated prestained, processed cedar shakes in 1922 and for 17 years was the sole manufacturer of this popular sidewall material.

Industry Coordination Theme of Code Meeting

The relationship of building officials to other factors in the construction industry will be spotlighted at the 1952 research meeting of the Southern Building Code Congress in Greenville, S. C., November 16-19, according to Director M. L. Clement.

With W. N. Ruby, Lakeland, (Fla.) building official, presiding, the Tuesday, November 18, afternoon session will feature talks on "The City Manager and the Building Official," by Greenville City Manager Gerald Shaw; "The Architect and the Building Official," by Spartanburg Architect Harold Woodward; and "The General Contractor and the Building Official," by Spartanburg Contractor W. L. G. Mackenzie.

Other speech topics that afternoon will be "The Southern Standard Gas Code for Progress," by Robert Suttle, Southern Gas Association managing director, of Dallas, Tex.; "Building Department Organizations and Their Responsibility," by Atlanta Building Official W. F. Wofford; "Foundations on Small Residences," by El Paso Building Official Dorsey White; and "Inspection of Wood Frame Structures," by Bessemer (Ala.) Building Official George Randel.

After committee and board meetings and registration on Sunday, the first SBCC research session on Monday morning, November 17, will include a report by President Chester Crossfield, Nashville, Tenn., building official, and speeches by George Dempster, mayor of Knoxville; F. E. Robinson, Georgia state fire marshal, and George Simons, Jr., Jacksonville, Fla., planning engineer. Dempster will discuss "Training for Higher Prestige and Performance." Robinson will explain "The Building Official and Public Safety." Simons will cover "Zoning for Better Community Development."

Tennessee Holds 3-Day Forest Festival

The importance of wood products to the American way of living was emphasized to those living in the vicinity of Tracy City, Tenn., at a three-day Forest Festival, held at the fairgrounds.

On Wednesday, October 22, the festival featured a display of logging and milling equipment and wood products. Contests were held for chopping, sawing, and felling.

The next day's activities included a harvesting demonstration, charcoal production, and log-splitting gun. Other contests and a pageant were held, plus the selection of "Queen Silva."

A parade, music, more contests, awarding of prizes, presentation of the queen, and square dance provided the grand finale for the festival.

Electronic Installation of Wall Paneling Shown

Electronic installation of factory pre-finished plywood panels on walls means lowered costs to all segments of the building industry, the St. Louis, Mo., chapter members of the American Institute of Architects were told recently by Francis B. Peckham. He is head of the architects' service department of the U. S. Plywood Corporation and a Producers Council director.

Besides local architects, in attendance were the presidents of the National Association of Home Builders, the Associated General Contractors of America, and the 32 local chapters of Producers Council located throughout the nation.

Peckham demonstrated a new electronics device that actually "spot welds" plywood wall paneling in place without nails. In the demonstration he also introduced two new pre-finished plywood panels—Surfwood and Hazelwood. He showed how the surfaces were unaffected by radio heat waves.

Schaible Reorganizes Sales Divisions

The Schaible Co., manufacturer of plumbing equipment and supplies in Cincinnati, Ohio, recently formed three sales divisions.

They include the Plumbing and Heating Division, D. T. Williams Valve Division, and a new Disposer Division. Ernest H. G. Maron is director of sales development for this last division, with the task of marketing the new Schaible garbage disposer.

Frank J. Nugent, vice-president in charge of sales, heads marketing for all three sections. Before this recent appointment, he had held top sales executive positions with several other heating and plumbing manufacturing firms.

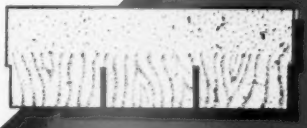
Close your sale with Color

More and more roofers are reporting that the wide color selection of Certain-teed Thick Butt asphalt shingles is helping to clinch many of their sales.

Homeowners are impressed with the general features of this asphalt shingle—especially its fire resistance and economy—but what really makes it easy for you is the extensive choice of colors available.

In addition to Certain-teed's famous line of beautiful colors and blends, Thick Butts are now made in new pastel blends—pastel green, pastel brown, and silver blend. All America is reading about and asking for these blends—and Certain-teed has them!

Close your next sale with Certain-teed's famed Thick Butt colors and blends



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SUPPLY & DEMAND

WITH NON-FARM dwelling starts in September running at a seasonally-adjusted annual rate of 1,091,000, considerable speculation developed concerning homebuilding prospects in 1953. And, oddly enough, before the November 4 election Federal spokesmen were more optimistic than spokesmen for the building industry!

Walter Greene, commissioner of the Federal Housing Administration, for example, predicted that housing starts next year, as well as in this 1952, would exceed 1,000,000. Whereas he estimates that FHA will insure 25 per cent of the 1952 starts, he expects the FHA share to be about 33 per cent next year because of more military and defense housing.

In issue No. 1 of "Construction Markets," new bulletin of the Construction and Civic Development Department of the Chamber of Commerce of the U. S., Chairman Norman P. Mason is more cautious. He predicts that "the 1953 total of new housing starts seems not likely to fall below 900,000 family units."

In discussing "Private Construction Demands" next year, Mason penned this special note on residential building:

"The year 1953 brings us well into the much heralded 'trough' in the rate of family formation. New household formation will probably be at around 600,000 to 800,000, compared with the approximate average of 1.4 million for the three years 1948 through 1950. Consequently, it is urged, the results of this trough should be a sizable decline in the number of new housing starts. The indications, however, are that the drop in new housing will be much less than the drop in new households. The reasons are a gradual building up of vacancies and, more important, a change in the standards of housing by families who can afford to better their living conditions."

Regarding mortgage credit, Mason anticipates that "the residential mortgage market in 1953 will be dominated by conventional lending at least to the same extent as in 1952. The steadily rising accumulations of funds in savings and loan associations will flow in this direction, while other institutions will also tend the same way. Assuming no change in the fixed interest rates, about a third of the residential mortgage business will be in FHA and VA loans."

SPEAKING OF CREDIT, the South Atlantic region continues to show the best delinquency experience in installment credit. As of September 30, the national average of total delinquency (as a percentage of the total number of loans outstanding by number of days delinquent) was 1.853. The South Atlantic regional average was .955. Other regional scores: West South Central, 1.774; East South Central, 2.286; Middle Atlantic, 2.925.

U. S. Department of Commerce trade reports indicated that retail sales of the lumber-building material-hardware group were 5% better in August '52 than a year before; up 2% from July '52, and the same as for the first eight months of last year.

Wholesale activity in the industry, however, showed lumber and building material sales in August 7% under a year before; 1% above July '52, and 10% less than for the first eight months of 1951.

In September, the wholesale price index for lumber and wood products dropped 1/10th of a point from August, and was 1 point below a year before. The index was 120.4, compared with 107 for paint and paint materials, 123.8 for hardware, 113.7 for plumbing equipment, and 121.3 for structural clay products.

THE LUMBER BAROMETER nationally for the week ending October 25 showed shipments 4.6% above production, and orders 3.1% ahead of output. Production was 0.3% above that for the corresponding week last year.

The Southern pine temperature was slightly different for the same business week. Orders were 2.03% above production, but shipments were 4.39% below output. At the same time orders were 6.71% greater than shipments. Actual production was 3.68% below the three-year average.

On the West coast, the pine market for upper grades was steady.

THE PURCHASE by the Corps of Engineers Procurement Branch of some 30 million feet of boards, dimension, and timbers for eastern military destinations at a lumber auction in Atlanta, Ga., November 17-19, is expected to give more edge to lumber prices.

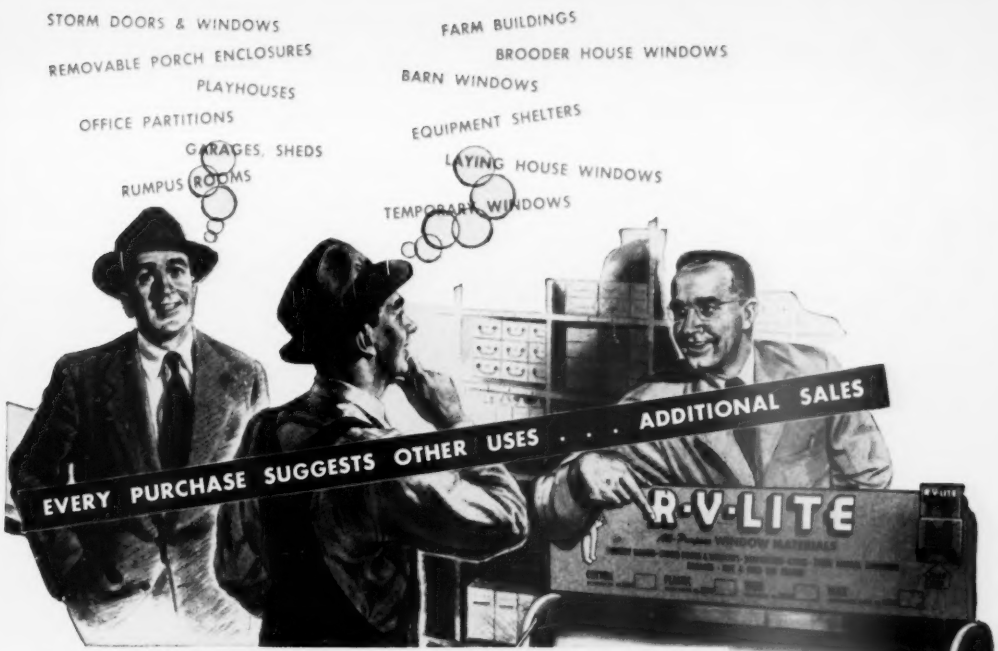
In announcing the sale, the Southern Wholesale Lumber Association's Bob Darrah pointed out that "timber is definitely becoming scarce and in many sections sawmills are fast disappearing. Wholesalers already are looking West to supplement and maintain their volume."

So plentiful is plywood now that the Softwood Plywood Manufacturers Advisory Committee on October 22 requested the NPA to revoke **M-63.** This order requires limited allocation to government defense requirements.

A NEW OUTLET for yellow poplar lumber was created in Georgia last month with the approval by FHA of this wood for use as sheathing, sub-flooring, etc., in FHA-insured dwellings. The lumber, however, must be at least of No. 2 grade with a maximum moisture content of 19%.

TRAVELING NIGGER

SLASHER OPERATOR



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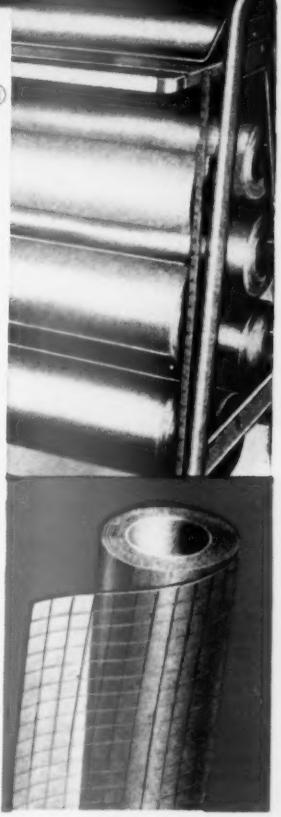

Where else will you find a line so versatile . . . so useful . . . so saleable? Just *seeing* R-V-LITE and VIMLITE on display stimulates ideas for countless uses on the farm and in the home. And *nowhere* will you find such powerful FREE selling helps that close sales for you "on the spot".

SMART DEALERS STICK WITH R-V-LITE because of these 3 BIG Basic Reasons:

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  8 types of R-V-LITE and VIMLITE fill every need — fit every purse. 2 types of STORM PANES widen your winter "sales range". New 15-V V-LITE sells like wildfire for scores of household uses 12 months a year.

- FINEST MERCHANDISING FLOOR FIXTURES

  Compact, sturdy, eye-catching "silent salesmen" tell *and sell* R-V-LITE advantages to folks while they're *in your store*.

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  Strong consumer selling messages in leading national magazines and over local radio stations "pre-sell" your customers on R-V-LITE.

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  Make your store headquarters for R-V-LITE — headquarters for profit!

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ASSOCIATION ACTIVITIES

Oklahomans Criticize 'Inadequate' Materials Policy Report

Good Business in 1953 Predicted by Downs

MEMBERS of the Oklahoma Lumbermen's Association were both perturbed and reassured as a result of information heard at their sixth annual convention in Oklahoma City, October 21-22.

Delegates were chagrined to learn from a digest of a report by the President's Materials Policy Commission that in the building industry there is "inadequacy of Research"; that "the industry includes a large proportion of small, inefficient builders" who must deal "with a notoriously costly distribution system"; and that in general the industry is a sort of bad boy who should be chastised by the Department of Justice and the Federal Trade Commission.

But from James C. Downs, Jr., a Chicago observer of business and the basic influence thereon, delegates heard a prediction that their business will continue good through 1953 and even 1954; and an argument that four basic influences will remain constant regardless of the national political decision.

Promptly following the first business session — an open meeting for a report by the board of directors — these directors in executive session advanced Dale Carter of the Carter Lumber Co., in Tulsa, from vice-president to the presidency of the Oklahoma Lumbermen's Association.

He succeeds R. A. (Bob) Parker, of Ponca City. The new vice-president is Virge Steger, of the Steger Lumber Company, of Durant.

After service for the first six years of the association's life, Alfred Leonhardt told his associates that was long enough for any one man to act as treasurer. In resigning he made three solemn recommendations.

"**Build your reserve** (now in excess of $4,000) to a total of $20,000," he advised, "never abandon the district system of electing directors, and keep your past-presidents active."

The new treasurer is George Futrell, of the Davidson-Case Lumber Co., Oklahoma City. An assistant treasurer will be appointed.

W. M. (Bill) Morgan, who throughout the convention was a target for compliments on performance as secretary-manager, had compiled a digest of the Materials Policy Commission report. In printed form, this was distributed among members. At this point H. L. Douglas, association attorney, was called upon for an analysis, but he lamented that the volume of reading involved made a thorough digest impossible in the allotted time.

"**But I learn** from what reading I have been able to do," he said, "that there will be a lumber shortage by 1975; that other materials should be used in place of lumber, and that the industry has a most expensive method of selling its products. But this is a straw in the wind as to what you may expect from the 'Fair Deal' in the way of legislation, and it obviously advocates a stepped-up intervention in business. So it is advisable for you to fully inform yourselves so that you will be in position to discuss this with your congressmen."

Paul Leonard, immediate past-president, gained the floor and in deadly earnestness recited a number of indictments against the industry contained in the report, as he interpreted it. He reminded members that to work through congressmen was the only appeal.

Real-Estate Analyst Downs, in his rapid style of delivery, began by commenting that the people of this country had seen too many curves going up and, at the end of a cycle, coming down to the crash point; that after 20 years of good business so many people are "suffering from the psychosis of coming depression." People keep thinking, "this is it," he added.

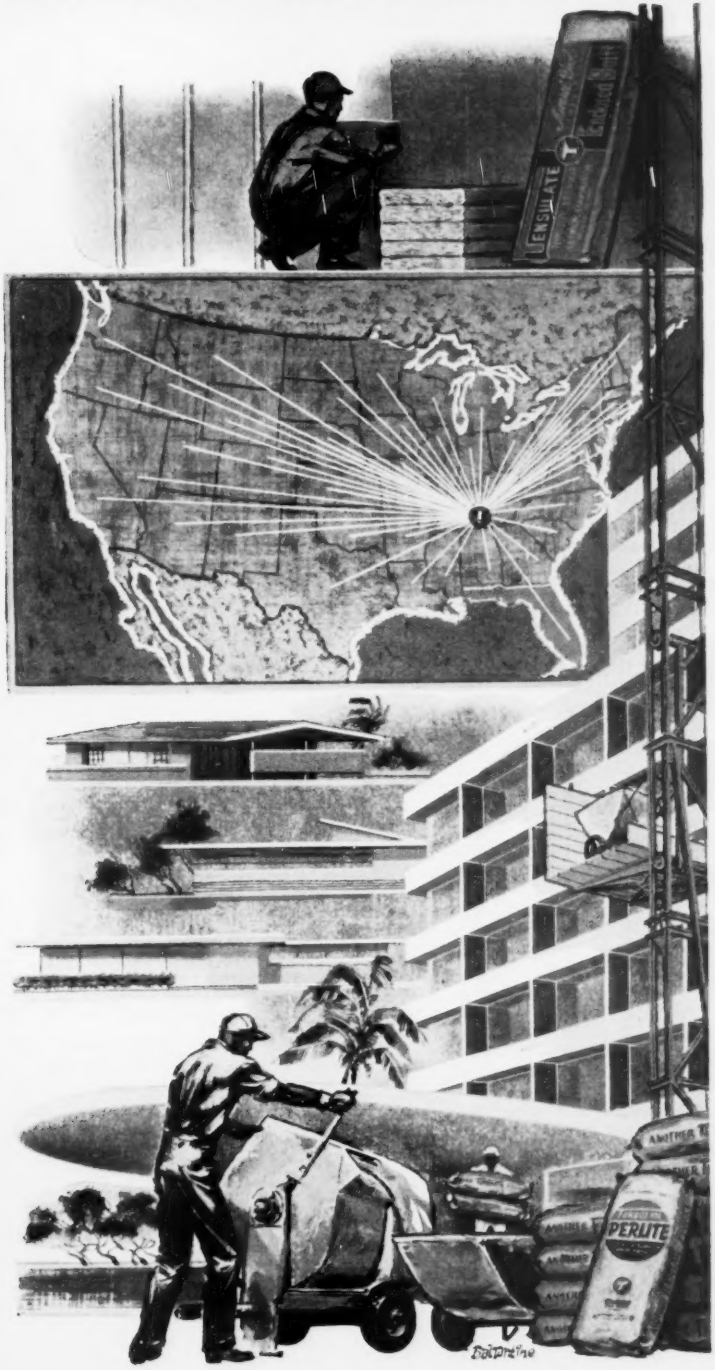
He pointed out there have been great changes in the rules of time and distance, rules of finance, rules of sickness and health, and even in the rules of life and length of life. "I do not come to you in the role of a prophet of permanent prosperity," he continued, adding that in spite of changes in many rules, "I know we are subject to certain laws.

"A year ago the bankers, who are pretty tough people, had loaned 19½ billions of dollars and this year have increased it to almost 22 billions, so they are not worried about general business."

He referred by names to the

New and retiring officers of the Oklahoma Lumbermen's Association are seen at right during the recent convention in Oklahoma City. Left to right, the men are Oklahoma City's Alfred Leonhardt, retiring treasurer; W. M. (Bill) Morgan, association manager; Ponca City's R. A. Parker, retiring president; Durant's Verge Steger, new vice - president; Oklahoma City's George Futrell, new treasurer; and Tulsa's Dale Carter, new president.

THERE'S A TOUCH OF TENNESSEE IN FLORIDA BUILDING



Florida Building is essentially modern in every respect. Here in Florida and in the rest of the booming South, Tensulate Perlite and Tensulate Mineral Wool are used in ever-increasing quantities.

Tensulate Perlite replaces sand in making plaster which will take nails without cracking and in making light, strong concrete that can be cut with a saw. Tensulate Mineral Wool Insulation keeps homes 15° cooler in summer and more comfortable the year round.

TENNESSEE also ships products to other thriving Florida industries . . . which use Benzene Hexachloride (BHC) for insect control, sodium benzoate as a preservative, charcoal for curing tobacco. These and many other products from TENNESSEE are used by a wide variety of manufacturers throughout the 48 states. That's why TENNESSEE is known from Coast to Coast as an industry serving all industry.

TENNESSEE
PRODUCTS & CHEMICAL
Corporation
NASHVILLE, TENNESSEE

Producers of: FUELS • METALLURGICAL PRODUCTS • TENSULATE BUILDING PRODUCTS • AROMATIC CHEMICALS WOOD CHEMICALS • AGRICULTURAL CHEMICALS

heads of two big merchandising chains, pointing out that after War II, one adopted a conservative policy while the other ordered expansions, and he compared profit performances of the two chains.

"What do investors think?" he asked. "Well, the Dow-Jones average is as high as it was a year ago. All in all there is a general feeling that business will be good.

"This immediate (Oklahoma) area is having an above-average increase in population. There is a greater number of consumers, they have more than they ever had, and the biggest percentage will live in towns and cities. Last month there was only 2 per cent of unemployment and we have the highest level of employment we have ever known. The public feared a depression a year ago, but three months ago the public began to spend more, having lost that fear, and the consumer is in the best position he has ever been in to spend money with you and me."

Downs said he is convinced that four national policies must be permanent, regardless of the national political outcome.

1. A high level of building will be continued, for "it it inconceivable to maintain a high level of prosperity unless the building industry is maintained at a high level."

2. A high level of farm prices that will be expanded.

3. Full employment.

4. Containment of Communism means that military expenditures will not be decreased. "In 1953 and 1954, the Federal government will spend as much in the area of containment of communism and on its military."

Downs said it was true that there are more single-family homes for sale than at any other time in the past 15 years. "But you have got the public drooling so for new homes, they can't stand it," he explained. "They want to turn the old house in on a new one. The market separation is between the two-story house, which is obsolete, and the ranch house, which is the thing today."

He predicted that interest rates won't change as long as new starts stay at 850,000 annually.

Part of one business session was devoted to an address by L. K. Covelle, director of the Oklahoma A. & M. College School of Technical Training at Okmulgee. This is a trades school, which has graduated 1,447 young people into 34 trades in the past six years. It will be expanded to 35 trades with opening of the first course for retail lumber yardmen and countermen in January.

Covelle explained that when the U. S. Government abandoned a hospital at Okmulgee, the 17 acres and 90 buildings were obtained for a trades school under A. & M. sponsorship.

"The Oklahoma Lumbermen's Association needed some type of training program to put new blood into the industry," he said, "and they came to me. I told them to write their own course, that we would supply the instructors and the training.

"Some of the trades have proposed to create scholarships, but I wouldn't have that. We have to teach young men and women the dignity of labor and it's up to you to send the young men you want to work in your industry. "Select a young man of your community and sell him. The entrance requirements admit anyone who can benefit and profit."

President Parker, in opening the convention, stressed the need for better-educated employees. "To have that," he said, "we need your cooperation in selecting and sponsoring young men to attend the A. & M. trades and industrial school."

President Parker also reviewed the year of his administration, with special emphasis on the farm building and industrial programs of the association.

First featured speaker on the program was James C. Nance, veteran Oklahoma publisher with more than 20 years' service in the Oklahoma house and senate. He has been re-elected to the house as speaker. Nance said the average man goes to the legislature unprepared to make decisions on legislation presented, that he has studied to keep the business or individual viewpoint.

"The Federal housing program is not Socialism," he opined, "because the government does not itself loan the money."

The conventioneers made a tour of the Oklahoma A. & M. demonstration farm, maintained at the edge of Oklahoma City.

In the Municipal Auditorium was the usual capacity merchandise exhibit by manufacturers and distributors. Ed R. Henry, Spartan Lumber Co., Tulsa, director of this sixth convention, was prevented from attending by illness.

Make Reservations Now for Conventions

Hotel and travel accommodations are still crowded in and to most metropolitan and resort areas, so reservations for that trip to and stay at your state or regional dealer association convention should be made right away.

At press-time here is the schedule for the association conventions in the South and Southwest. Those for which exhibits are being planned are so indicated:

The **KENTUCKY** Retail Lumber Dealers Association convenes as usual at the Brown Hotel in Louisville, January 12-14. Exhibits.

The **WEST VIRGINIA** Lumber and Builders Supply Dealers Association will meet again at the Daniel Boone Hotel in Charleston. January 26-27. Exhibits.

The **SOUTHWESTERN** Lumbermen's Association gathers at the Municipal Auditorium in Kansas City, Mo., January 28-30, for exhibits, business, and amusements.

The **MIDDLE ATLANTIC** Lumbermen's Association meets in Chalfonte-Haddon Hall in Atlantic City, N. J., February 4-6. Exhibits.

The **VIRGINIA** Building Material Dealers Association will hold its convention with exhibits at the Hotel Roanoke in Roanoke, February 18-20.

The **MISSISSIPPI** Lumber Dealers Association will move to Jackson for its 1953 convention and exhibits. The dates and place: March 11-12 at the Heidelberg Hotel.

The **CAROLINA** Lumber and Building Supply Association will convene amid exhibits in the Municipal Auditorium in Asheville, N. C. March 17-19.

The **LOUISIANA** Building Material Dealers Association meets, as always, at the Jung Hotel in New Orleans for exhibits and business sessions on March 18-19.

The **TENNESSEE** Building Material Association will convene in Gatlinburg on March 24-26 at the New Gatlinburg Hotel. No exhibits.

The **FLORIDA** Lumber and Millwork Association convention will be held at the Sherry Frontenac and Monte Carlo Hotels at Miami Beach, April 16-18. No exhibits.

The **TEXAS** Lumbermen's Association will return to Galveston April 19-21 for an exhibition and convention on the Municipal Pier.

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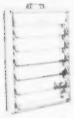
● MADE BY WORLD'S LARGEST

Ualco Jalousies are made by the world's largest manufacturer of aluminum casement windows. They're "Know-How engineered" for easy installation—easy to set up. They operate like a dream—have fool-proof mechanism—close weather tight. Offered in sizes for any job—any arrangement, and with a variety of glass.

● BIGGEST BACKING TO DEALERS!

Ualco backs you with a *complete package plan* that sells the Jalousie and the entire remodeling job.

Free Sales Builder Kit:
Contains newspaper mats, mail stuffers, radio spots, window banners, television spots.



Salesman's Demonstrator:
Easy to carry (has handle). Shows the features. Makes more sales.

Big Sales Tested Display:

In beautiful colors—over 4 ft. tall. Contains an actual Jalousie which the customer can operate himself. Shows how louvers close weather tight to protect against winter's worst. (Storm sash also available). The display helps customer visualize how they will look in his own home by pictures of Jalousie installations.

Order NOW! *Order your big Ualco Display today. We bill you $19.25 (actual cost) but the entire $19.25 is deducted from your initial orders. Along with display you will receive free Sales Builder Kit!*

★ "HERE'S YOUR MARKET"

More minimum size houses were built in the last 6 years than ever in history.

This means thousands who bought these small houses need to make more room. And thousands more whose families have outgrown their homes must also make more room. New FHA terms make it easy for them.

Here's your terrific market for all remodeling service and for plus profit-full profit Ualco Jalousie Selling!

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Gentlemen:
☐ Please send at once UALCO ALUMINUM JALOUSIE DISPLAY. Please bill my account for $19.25. I understand the full $19.25 will be deducted from my initial orders. With my display I will also receive without charge complete "MAKE MORE ROOM" Salesbuilder Kit.
☐ Please send catalog, technical data, prices.
Name
Address
City State
Signed

Dealer Praises 30-Day Material Courses

"Business can be no better than the people transacting it" is the reason given by Bob Peters for sending his personnel from the Clinchfield Supply Co., Kingsport, Tenn., to the nearest 30-day course for building supply personnel.

More popular than ever, these short training and refresher courses are again offered to Southern and Southwestern dealers at Georgia Institute of Technology, Atlanta, January 26 - February 20; Southern Methodist University, Dallas, Tex., January 5-30, and the University of Kansas City, Mo., February 2 - March 6.

When one of Peters' employees returns from such training, he reports to other personnel briefly on the courses on products, business subjects, construction methods, and estimating techniques. Then the "student" reviews in detail any ideas he may have picked up that he thinks can be used to better advantage by his firm.

Once, for example, an employee brought back an idea for an inventory control system that was promptly put into use.

Another employee brought back suggestions for improved displays that have since increased impulse sales.

A salesman who had trouble closing a sale learned how not to talk himself out of it at the last minute.

The "textbook" literature that is supplied short-course students by manufacturers and product associations, is filed away for reference by all personnel.

Most dealers send managers and promising salesmen to these courses. But last year one dealer took his association's advice and sent a truck driver. This driver now does an excellent job of selling house and repair jobs!

New Houston Officers

D. M. Nichols, manager of the Temple Lumber Co., was re-elected president of the Retail Lumber Dealers Association of Houston, Tex. Ballots were mailed to members by the election committee.

The new vice-president is G. I. Allison, Jr., of the Houston Brick and Lumber Co. Joe Anhaiser, Sam Bassett Lumber Co., was chosen membership secretary.

Re-elected to their posts were H. J. Skinner, secretary-manager; Edward W. Taylor, Taylor Lumber Co., chairman of the board, and W. B. Milstead, Burton Lumber Corp., chairman of the advisory board.

The new officers were introduced at the "Hallowe'en" meeting, October 14, which was also "ladies night." The guest speaker was Langston King, judge of the criminal district court.

Carolinians Now Have Group Insurance

The Carolina Lumber and Building Supply Association put its proposed group insurance program into effect October 1.

The association will administer the plan under the direction of the Insurance Trust Fund, headed by Burke E. Wilson, Rural Hall, N. C. Other trustees are Mallard R. Bagnal, Columbia, S. C., co-chairman; R. H. Wray, Reidsville, N. C.; J. D. Foster, Roebuck, S. C., and G. L. Goodson, Lincolnton, N.C.

The association's immediate past-president, president, and secretary act as ex-officio trustees.

Hospital and surgical bills will be paid directly from the association office.

For a Carolina building supply firm to enjoy these insurance benefits, all eligible employees must participate. It is expected that at least 75 per cent will apply for dependent coverage.

Active company officers, owners, and partners are insured for life for $3,000; foreman supervisors, office workers, and salesmen, $2,000; all other employees, $1,000.

All personnel and insured dependents receive up to $6 a day for a hospital room, $60 for hospital expenses, and $200 for surgical benefits.

A $2,500 polio insurance policy is included for personnel and dependents.

Employers contribute the premiums for employees, but all personnel pay premiums for their dependents.

An employee's insurance terminates when he ends his association with the firm, when his firm withdraws from the plan, or in the event that the association should end its group insurance program.

NAHB Plans Biggest Convention for '53

More than 250 manufacturers of building materials and home equipment will display products at the 1953 convention and exposition of the National Association of Home Builders, to be held in Chicago, January 18-22, at the Conrad Hilton Hotel.

Convention sessions will cover all current housing issues and the latest development in construction methods. Leading housing authorities and industry and government leaders will participate in clinics and demonstrations scheduled.

The association has reserved over 5,000 hotel rooms. All persons connected with the building industry may attend. Those not belonging to local NAHB chapters can make reservations at NAHB headquarters, 111 West Jackson Boulevard, Chicago 4, Ill. Registration fee, which must accompany each reservation, is $15 for men; $10 for women.

Texas Dealers Form Mortgaging Corporation

Directors of the Lumbermen's Association of Texas are working on a plan for forming a corporation to supply mortgage money for Title I — Section 8 — FHA loans. This program can cover thousands of homes year after year to serve as a stabilizing factor in the Texas market, according to Gene Ebersole, the executive officer. It will cover both Negro-Latin American and white homes in small towns and cities. Later it may apply to Title II loans.

Forty directors and 13 interested visitors held a meeting last month at which Ralph Campbell and Jack W. Rowland, president of the Mainland Mortgage Co. of Houston, explained the program.

The first $1,000,000 already is available and more will follow, the directors were told. The corporation will be open to lumber dealers.

Many details are still to be worked out, but a committee was named to form the corporation. They include Eric Beecroft, Uvalde, chairman; John R. Armstrong, Amarillo; John Gillett, Alpine; Mrs. Isla Herring, Laredo; Warren F. Keys, Marshall; Paul McHargue, Midland; D. G. McNair, Houston; Harvy Richards, New Braunfels.

Fire the questions—

You get all the answers in CHROMEDGE

Metal Trims and Mouldings

What line offers a time-tested Quantity Rebate Plan plus other purchasing advantages that mean lowest over-all costs to you? **CHROMEDGE!**

What mouldings assure you of highest possible dimensional stability — in face widths, lip sizes, metal thickness — year in and year out? **CHROMEDGE!**

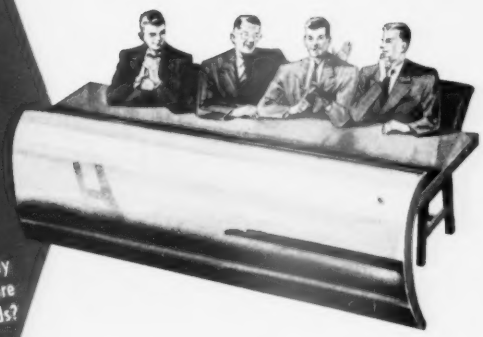
What mouldings answer all needs for the popular Vinyl Plastics, Plastic Laminates, and other widely used 1/16" floor and wall coverings? **CHROMEDGE!**

What mouldings offer the really big choice of types, styles, face widths and sizes for every requirement? **CHROMEDGE!**

What line of mouldings enables you to be consistently certain that the quality of finish, drilling and structure always equals or exceeds the most rigid customer demands? **CHROMEDGE!**

What line never tries to load you up with excess shapes known to be novelties, or market "try-outs"? **CHROMEDGE!**

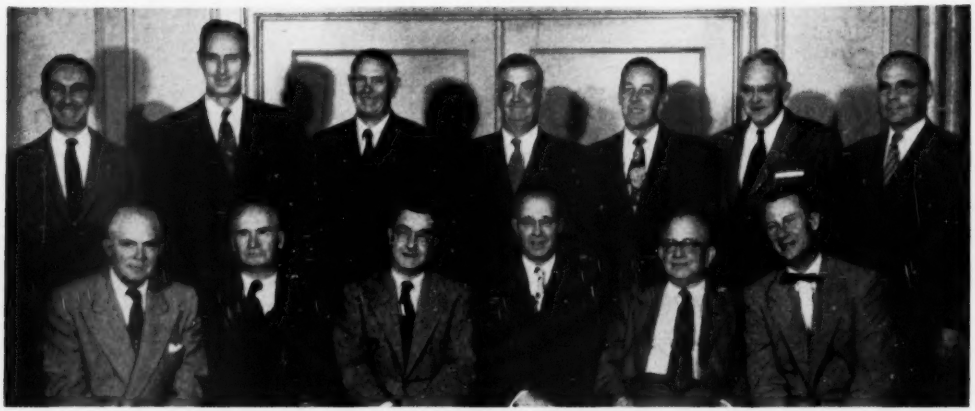
Which mouldings do you get from convenient, local stocks warehoused for you by reputable, authorized distributors who always give you the same price advantages offered other customers? **CHROMEDGE!**



NATURALLY, experts of long standing — who have worked *from the ground up* with users of mouldings in every phase of the floor and wall covering field — are most apt to have the right answers to your needs and problems.

With nearly a quarter century of leadership in this relatively new field, The B & T Metals Company, makers of the famous Chromedge mouldings and retaining shapes, offer you every advantage. You can bank on B & T's thorough experience, backed by a tested, proved, *dependable* policy that puts your moulding business on the most sound, enduring *and profitable* basis possible. There's a Chromedge Distributor near you! Call him today, or write us for information.

The B & T Metals Co.
Columbus 16, Ohio



HOO-HOO'S INTERNATIONAL "BOARD OF DIRECTORS" IN DENVER

THE NEW SUPREME NINE and current officers of the International Concatenated Order of Hoo-Hoo are seen above at their organizational meeting in Denver last September. By rows, the officials, their HH numbers, positions, states, and jurisdictions are as follows:

Seated, front row: Edwin F. Fischer, 41901, treasurer, Wis.; Martin J. McDonald, 27358, jabberwock, Canada, Jur. V; Lynn Boyd, 36660, Rameses 43 and past-president, Texas; Arthur H. Geiger, 48505, snark of the universe, Wash.; Ben F. Springer, 34265, secretary, Wis.; Robert J. Stalker, 36918, president, Mass.

Standing, back row: Alfred D. Bell, Jr., 45756, custocatian, Calif., Jur. VI; Walter W. Webb, Jr., 45745, gurdon, Mass., Jur. I; Stuart C. Smith, 48715, bojum, Ore., Jur. III; John H. Dolcater, 37372, scrivenoter, Fla., Jur. IX; Winfield B. Oldham, 42722, junior Hoo-Hoo, Texas, Jur. VII; John B. Egan, 45206, senior Hoo-Hoo, Minn., Jur. VIII; Ernest W. Hammerschmidt, 43385, supreme Hoo-Hoo, Ill., Jur. II.

Not present when this group picture was snapped was Hubert Lamson, 51553, arcanoper, La., Jur. IV. Hoo-Hoo national headquarters are in Milwaukee, Wis.

HOO-HOO LOG

SAVANNAH, GA.: Clarence A. Williams was installed as president of Savannah Hoo-Hoo Club No. 134 at a dinner meeting at the Old Pirate's House October 21. He succeeded Penn Waller, charter president. Other new officers are David F. Scales, vice-president; Robert N. Ingram, secretary; Charles B. Mikell, treasurer, and Harrell C. Murray, sergeant-at-arms. Hobart Manley is the vicegerent snark, and Oertell Collins continues as state deputy snark for south Georgia.

MEMPHIS, TENN.: "You have your freedom, now keep it," Louis Eubanks said in quoting Benjamin Franklin to Memphis Cats at their October meeting. Much of the meeting was built on a "get out and vote" theme.

ATLANTA, GA.: Mrs. Ernestine Sutterby, first president of the National Association of Lumber Women when it was organized in Wichita, Kan., August 4, 1950, told members of Atlanta Hoo-Hoo Club No. 1 on October 20 the purposes and procedures of local chapters of NALW. Now residing in Atlanta, where her husband represents an aircraft firm, she urged their cooperation in the formation of a chapter in Atlanta among the leading women now employed in the offices and stores of lumber products distributors. Reports on the September Hoo-Hoo convention in Denver were made by Atlanta delegates Don Maffett and C. V. Lynch. Two Hawaiian maidens provided the evening's entertainment at the Atlanta Athletic Club.

DALLAS, TEX.: These Cats have devised a fine method for building the treasury and sending some member to the national convention next year. At each monthly meeting, tickets are sold for $1.00. Three monthly prizes awarded include 5% of total ticket sales for that night for first ticket drawn; 10% for second ticket drawn, and 15% for third ticket. Just before convention time, a winning ticket will be drawn from the accumulation of all monthly tickets for the paid trip to the convention. To be eligible, the winner must have attended six out of 11 monthly meetings, and purchased at least one ticket at the six meetings, and be a paid-up member of Hoo-Hoo—and be able to attend the convention or send a qualified representative.

ORLANDO, FLA.: The Central Florida club has a new slate of officers, headed by President Max Milittizer. W. A. (Ole) Johnson is vice-president; Gerald Cook, secretary, and J. D. Letton, treasurer. At the October meeting, a Concat was planned for November 14.

MIAMI, FLA.: Club 42 will sponsor the Southern Pine Association's lumber grading school for this area. It was the chief topic of discussion at the October 14 meeting.

TAMPA, FLA.: University of Tampa Football Coach M. Huerta was an entertaining guest speaker at the October 6 meeting. He gave the Tampa Cats highlights of football games in his coaching career and thanked members for selling many tickets for the TU home games.

Evaluate Modul Method

An evaluation of the modular method of designing buildings and materials by a panel of experts from five building industry branches was a highlight of the third National Standardization Conference. It was held in Chicago, September 8-10, in conjunction with the Centennial of Engineering celebrated by the American Society of Civil Engineers.

The American Institute of Architects, Producers Council, and National Association of Home Builders jointly sponsored the modular discussion, which pointed out ways in which the system of coordinating the designer's dimensions for a building with actual unit sizes of materials saves on both labor and materials costs.

"ARE YOU READY?"

TODAY'S BEST BUY! That's the dynamic new selling theme for Douglas fir plywood—being carried to millions in the pages of Saturday Evening Post, Pathfinder, leading building, home and hobby magazines. These ads will pull customers into your yard.

BE READY! Don't miss sales because you can't supply your customers. STOCK FIR PLYWOOD NOW.

REMEMBER! Fir plywood has thousands of uses. Gives you quick turnover, repeat profits. Easier to stock, easier to handle, easier to SELL.

TIE-IN YOUR own promotion for bigger plywood profits. See your supplier (or write Douglas Fir Plywood Association, Tacoma 2, Wash.) for colorful tie-in material—display-mobiles, window streamers, radio commercials, ad mats, sales literature.

ARE YOU READY? ***Get ready—now!***

Douglas Fir

Plywood

AMERICA'S BUSIEST BUILDING MATERIAL

DEALERS *in the* NEWS

FLORIDA

JACKSONVILLE: John F. Lanahan, who operates the Lanahan Lumber Co. with his brother, D. J., was chosen "Man of the Month" by the Jaycees. Lanahan was honored chiefly for his work as committee chairman of the Jaycees' Jack and Jill picnic, held for children of local orphans' homes.

MIAMI: M. M. Brock is now manager of the Miami Millwork and Lumber Co. He held this position once before, from 1933 to 1942.

MISSOURI

RICHMOND: John P. (Jack) Jorgensen has moved here from Cheyenne, Wyo., to manage the Fullerton Lumber Co. Franklin Clark, who has been with the company since 1935, resigned when he was asked to transfer to Omaha, Neb.

BRECKENRIDGE: The North Missouri Lumber Co. has a new office and sales room. They are paneled in knotty pine, hemlock, and fir, and partly painted green and gray.

SIKESTON: Charles Conn, manager [illegible] Sikeston Lumber Co., recent[illegible] was selected foreman of the Sco[illegible] county grand jury.

MARSHALL: Glenwood Sullivan, assistant manager of the Home Lumber Co. here for two years, has been promoted to manager of the yard at Higginsville. Wayne Jaeger has taken over the yard here.

OAK GROVE: The Oak Grove Lumber Co. recently "lost face" to good advantage — the entire front was torn down and a new one built to give it a modern appearance. The office also was rebuilt. In the debris, workers found an old book that carried accounts for 1895. The price for 11 2x4's 16 feet long was only $1.76 in those days!

SALEM: Basil Bacon, manager of the Grosse and James Lumber Co. here, has been appointed a member of the Dent County Selective Service Board.

KANSAS

LIBERAL: Chester Bates is new manager of the Long-Bell Lumber Co. here. He was transferred from Newkirk, Okla. The former manager here, Glynn Webster, resigned to start his own business.

WICHITA: E. A. Coate, of Dodge City, is the new general manager of the T. M. Deal Lumber Co., succeeding the late J. W. Deal, Jr. Coate had been district manager and auditor, and formerly was manager of Deal yards in Felt, Okla., and Manter and Stafford, Kan.

TRIBUNE: Charles Adams, who has managed the Tribune Lumber Co. here for 18 months, has moved to Seiling, Okla. to head the Prague Lumber Co., owned by the same firm as the Tribune yard. Wayne Stone was promoted to manager here.

GARNETT: The name of the Garnett Lumber and Coal Co. was changed recently to the Star Grain and Lumber Co to conform with others in the chain by that name in Kansas City, Waverly, Princeton, Ottawa, Rantoul, and Wellsville. All handle grain as well as building supplies.

MEDICINE LODGE: G. H. (Pat) Finlay, who managed the T. M. Deal Lumber Co.'s yard here for the last four years, is now district manager and traveling auditor. His promotion went into effect October 1. Don Gayer is new manager of the Medicine Lodge yard.

MISSISSIPPI

CRYSTAL SPRINGS: The Mississippi Lumber and Supply Co. has been granted a charter of incorporation. Capital stock was listed at $20,000.

OKLAHOMA

FREEDOM: W. M. Blevins recently bought the Ben Cable Lumber Co. here. The new firm name is the Blevins Lumber Co.

JONES: The Davidson and Case Lumber Co. has recently completed a remodeling job on the lumber yard and building material store. Manager Oscar Ewing held two special "opening days" to acquaint the public with the improvements. They were lured in by prizes and special prices.

NORTH CAROLINA

KANNAPOLIS: The Watkins Building Materials Co. has been incorporated to deal in lumber and building materials. Authorized capital stock was listed at $100,000.

ASHEVILLE: Earl Pitmon, Dorothy Pitmon, and William Cocke have incorporated the United Building Material Co., to sell building materials here.

WARRENTON: C. O. Ivey, A. O. Ivey, and J. L. Read have incorporated the Carolina Lumber Products, Inc., to deal in all kinds of forest products. Capital stock was authorized at $100,000.

ARKANSAS

JONESBORO: The Barton Lumber Co. celebrated its 67th birthday with an "open house" recently. The occasion also marked the 50th anniversary of E. C. Barton with the company. It was founded by his father, P. C. Barton, who died in 1940 at the age of 84.

SOUTH CAROLINA

SPARTANBURG: The Dixie Paper Products Co. was chartered recently with a capital stock listed at $100,000. It will retail and wholesale industrial papers and allied products. Carroll G. DesChamps, head of the Spartanburg Lumber and Millwork Co., is vice-president of the new firm.

TEXAS

ITALY: The William Cameron and Co. yard here has been closed. The company gave excessive corporate income taxes as its reason for closing out some of its smaller yards.

SAN ANGELO: Chapple Bryan recently bought the Cactus Lumber Co. from John Manning. Charlie Stone now manages the company. He moved here from Roswell, N. Mex., where he headed the Bowman Lumber Co. yard. . . . C. D. Burley, owner of the Burley Lumber Co., recently entertained his employees at a barbecue dinner to celebrate the completion of his beautiful new yard. The general public was invited the next day to see the improvements. Back in August, the name was changed from the Burley-Bacon Lumber Co.

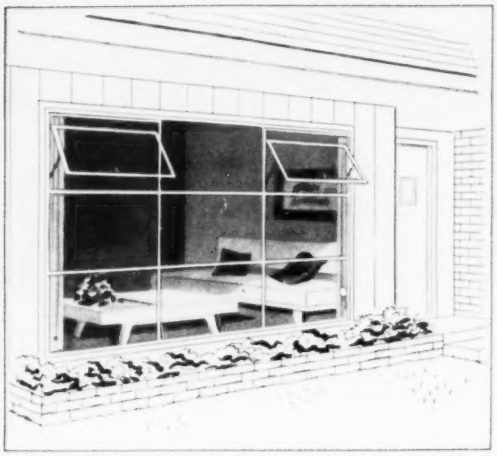
WACO: D. H. Perkins recently opened a new lumber yard here, bearing his name. Willis Perkins is assistant manager.

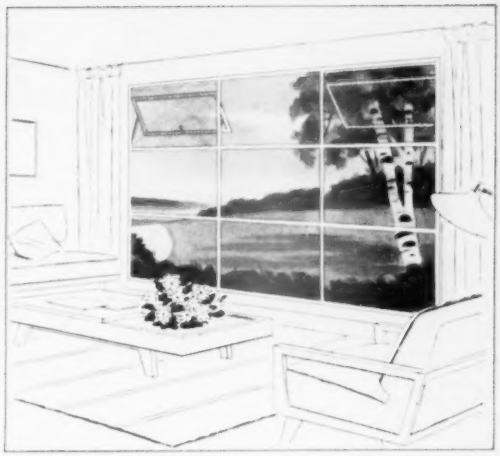
SPRINGTOWN: The Springtown Lumber Co. has completed a new building with large plate-glass windows for displays. It is owned by A. P. Malone and C. C. Thompson.

BROWNFIELD: The Cicero Smith Lumber Co. will hold a formal opening of its new store here on Saturday, November 22. This 49-year-old chain of yards operates 27 retail outlets in Texas, Oklahoma, and New Mexico. The new Brownfield plant is the most modern and largest of the line.

ENNIS: Bert McKee recently purchased the McKee Lumber Co. He had sold the firm to G. O. Buster and Mrs. Alma Wills while he spent several years in business in Dallas.

BROWNSVILLE: Al Gloor was the first participant to register his exhibit booth for the Home Show to be held here November 19-23. He is





NOW A WONDERFUL NEW KIND OF WINDOW WALL... THE *Fenestra* WINDOWALL* UNIT!

IT'S MADE OF STEEL

Made of solid, hot-rolled Intermediate Window sections a full 1¼″ deep with interior bars continuous and rigidly interlocked . . . ample strength for large window openings. Available from warehouse stocks in two sizes—6′-3⅝″ wide by 6′-4⅛″ high (six lights) and 9′-4⅛″ wide by 6′-4⅛″ high (nine lights).

AWNING-TYPE VENTILATORS

WindoWall Units feature the popular projected-type, open-out vents which provide ventilation even in down-pouring rain. Ventilators may be installed in any or all lights, or may be eliminated, as desired. Specify the number and location of ventilators on your order.

INSIDE METAL SCREENS

Fenestra all-metal screens go on easily and quickly from inside the room where they are protected from the weather. They are top hinged to provide convenient access to ventilator hardware.

IDEAL FOR INSULATING GLASS

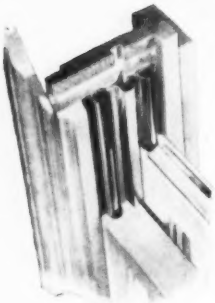
Depth of window sections permits the use of ½″ insulating (double-paned) glass in stock sizes for all-season comfort . . . no need for storm windows. Units may also be glazed with single lights of plate or double-strength glass. Glass size for fixed lights is 36″ x 24″ . . . for ventilators, 34″ x 21⅝″.

*Trademark

Call your Fenestra Representative or write today to Detroit Steel Products Company, Dept. SBS-11, 3421 Griffin Street, Detroit 11, Michigan.

Fenestra® STEEL RESIDENCE WINDOWS

...everything in windows for the home

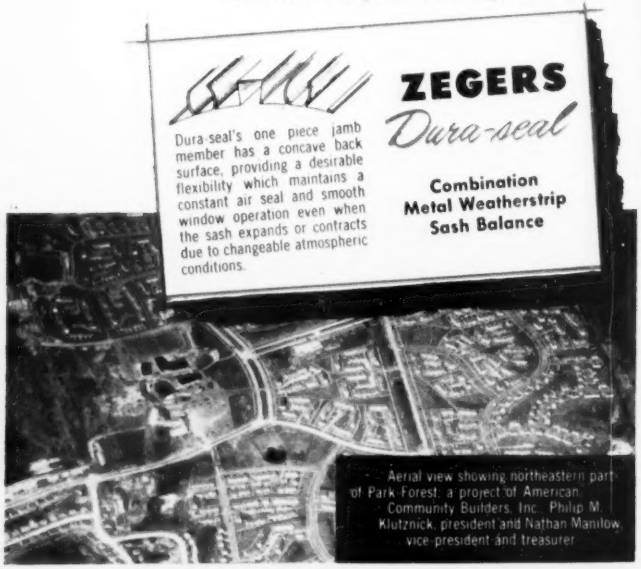


All of the frame homes in the nationally-known Park Forest, Illinois Community Development are equipped with Dura-seal Combination Metal Weatherstrip and Sash Balance. And this important visual feature helps these homes sell themselves!

With Dura-seal, windows open and close easily and smoothly with *finger-tip control*. Four spring balances (enclosed in metal housings) are used in each window to assure true balance. Dura-seal's *complete* weatherstripping saves 20% to 40% in fuel and prevents drafts and dirt from entering. It is cut to the pitch of the sill—providing an attractive and efficient window. It is self-adjusting and assures trouble-free operation for the life of the building!

These are a few of the reasons why Dura-seal is a favorite with thousands of builders and architects. Be sure to look into Dura-seal *now* . . . see your sash and door jobber!

ZEGERS Incorporated
8090 South Chicago Avenue, Chicago 17, Illinois



Aerial view showing northeastern part of Park Forest, a project of American Community Builders, Inc. Philip M. Klutznick, president and Nathan Manilow, vice-president and treasurer

owner of the new Gloor Lumber and Supply Co.

PARIS: The Lyon-Gray Lumber Co. plans to build a new $18,000 plant here at 1840 Clarksville. Manager Grady Sharp said they will move from old quarters, which have been used for the past 44 years.

COLEMAN: Roy Winstead has been made manager of the Burton Lingo Lumber Co. yard here. He replaced Simon Horne, who resigned.

SAN MARCOS: The Tuttle Lumber Co. has been remodeled and more warehouse space provided.

MERTZON: Buford Cass is new manager of the South Texas Lumber Co. yard here.

MILES: Darwin Sprawls has been named manager of the South Texas yard here.

MELVIN: J. D. Morrow and Alvin Bolton have bought J. A. Mexwell's interest in the Home Lumber Co. They made no change in operation practices.

LOUISIANA

BATON ROUGE: J. M. Myatt, who has been associated with the building industry for 35 years, has joined the Plank Road Lumber Co. He is president of the Louisiana Building Material Dealers Association and head of the Public Affairs Committee of the National Retail Lumber Dealers Association.

ALEXANDRIA: The Willow Glenn Builders Supply Co. is a new firm that recently opened here.

OBITUARIES

JOHN H. ENGSTROM, 76, prominent Kansas lumberman and civic leader, died recently in his office. He established the J. H. Engstrom Lumber Co. in Wichita and then several line yards. In 1925, he sold his lumber interests to become executive vice-president of the Fourth National Bank. In 1927 he opened another lumber firm bearing his name, which he later sold. At the time of his death, he operated a wholesale lumber firm, the J. H. Engstrom Lumber Co. One housing addition to Wichita bears his name. He was a 32nd degree Mason. Surviving are his wife, two daughters, son, and five grandchildren.

CLEMENT W. GAMBLE, 68, vice-president of the National Retail Lumber Dealers Association, died suddenly October 4 in Seattle, Wash., where he was attending a football game with his son. He was executive vice-president of the Boise Payette Lumber Co. in Boise, Idaho; president of a wholesale building material firm, Morrison-Merrill and Co.; and a director of the Lumbermen's Finance Corp., Wescott Oil Co., First Security Co., and St. Luke's Hospital. He has

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SOIL BUILDING CHEMICAL

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HYDRATED LIME: Made special for agricultural, building and chemical uses. The 400 mesh "airfloated" is ideal to purify water, make insecticides, and aid precision chemical processes.

WHITE FINISH: A smooth, buttery and genuine "finishing" hydrate. One of Ohio's pioneer brands, preferred by best plasterers. Mixable with our products or direct from Ohio mill.

MASONRY CEMENT: Superbly blended to give light color, extra smoothness and high compressive strength. Meets all standard A.S.T.M. and Federal specifications. Mixable with lime.

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served as president of the Western Retail Lumbermen's Association and had been an NRLDA director for many years.

ROBERT J. CHALMERS, secretary and vice-president of the Pennsylvania Lumbermen's Mutual Insurance Co., died September 26. He had attended many lumbermen's conventions and was well known among retail dealers.

JOEL TERRELL FILLINGIM, 50, a partner in the Lott Builders Supply Co. in Douglas, Ga., died of a heart attack October 6 in Florida. Surviving are his wife and daughter.

C. D. HAUSNER, 63, owner of the Ranger Lumber Co. in Dallas, Tex., died October 3, following an extended illness. He had been in the building material business for over 40 years, part of that time as vice-president and general manager of the U. S. Gypsum Co. He opened his own business 15 years ago. He is survived by his wife.

L. WILLIAM RIGGS, 59, a partner in the Riggs Lumber Co. in Beaumont, Tex., died recently of a heart attack. Before moving to Beaumont four years ago, he was sales manager and secretary of the Industrial Lumber Co. in Elizabeth, La. for 30 years. He was an active Mason and Rotarian. He leaves a wife, two daughters, and two grandchildren.

J. CARTHELL ROBBINS, 67, a leader in the Southwestern Lumbermen's Association and head of the J. I. Porter Lumber Co. for 40 years, died September 26 in a St. Louis, Mo. hospital. His business was in Stuttgart, Ark. He had appeared as an after-dinner speaker before many groups in this country, Canada, and Europe. He was a past district governor of Rotary for Arkansas. He leaves a wife, two brothers, and two sisters.

RICHARD ANDRIDGE BRENNER, 37, general manager of the H. D. Foote Lumber Co., died Oct. 6 at his home in Alexandria, La. He was leader of the Presbyterian Church's Boy Scout troop for 11 years and an active worker for the Lions Club and the Community Chest. He leaves his wife, mother, son, and daughter.

MRS. MAE ELDREDGE LOUGHRIDGE, 72, senior partner in the Pinellas Lumber Co. and wife of the late John H. Loughridge, a founder of the company, died recently at her home near St. Petersburg, Fla. Surviving are her daughter, two sons, and six grandchildren.

M. Y. VICK, head of the Vick Lumber Co., Madisonville, Tex., died of a heart attack October 15. He was an active member of the Lumbermen's Association of Texas.

NAHB Essay Contest Planned for Students

To help stimulate an early interest in good housing among the homeowners of tomorrow, the National Association of Home Builders has announced a contest for school children. Over 80,000 copies of NAHB's eight-page school lesson, "Better Homes for Family Living," have been requested by interested schools.

Entries in the essay contest are in the form of a 600-word theme on "Why Home Ownership Builds Good Citizenship."

First place will bring a $500 cash prize each for both student and teacher and an all-expense trip to Washington, D. C., next May, where they will be honored at the spring meeting of the NAHB board of directors.

The second prize is $250 each to student and teacher. Third place winner and his instructor get $100. Fourth through 10th place winners each get $25, plus another $25 for their teachers.

The contest is open to any student between the ages of 10 through 18. Entries are sent either to local NAHB chapters or the NAHB office, 1028 Connecticut Avenue N. W., Washington 6, D. C.

Marionette Show Promotes Lock Sales

At least 47 burglaries are committed every hour, 24 hours a day, in the United States, according to the Yale and Towne Manufacturing Co.

The Suzari Marionette ensemble dramatized this fact and the importance of good protection by locks at the National Hardware Show recently in New York City. A new performance was given each hour of the skit, "How to Burglar-Proof Your Home." Folders with the same title were distributed after each show.

Lumbermen Sponsor Soil, Genetic Research

The Crossett Lumber Co. and the Southern Lumber Co. are cooperating with the Southern Forest Experiment Station in New Orleans to finance fundamental research in forest soils and genetics.

Most of the work will be centered at the Crossett, Ark., unit of the Southern Station, a branch of the U. S. Forest Service. The objective of genetic experiments is to "develop strains of fast-growing, high-quality, pest-resistant, and otherwise superior trees adapted to Southern states."

Basic research in forest soils will concern physical, biological, and chemical properties of major forest soils in southern Arkansas and adjacent regions, and the effects of various forest management practices.

Both companies will contribute a total of $45,000 toward this research. Other companies have expressed an interest in similar support.

This is the famous

ADAMS-RITE SURFACE BOLT

Streamlined • Patented Easy to Install

Look at the construction of this bolt. The concealed guides eliminate all unsightly straps and scratching.

This exclusive design was pioneered by Adams-Rite in 1934 through the development of extruded brass sections for both the bolt and guides. The result is a handsome installation of great strength.

Installation of Adams-Rite Bolts is easy and foolproof. Adjustment of bolt throw is made on the job by spacing the guides without taking the bolt apart. Spring tension is uniform along the entire travel of the bolt.

Made of solid brass, Adams-Rite Surface Bolts are available in three widths with lengths from 2" to 48" and in all popular finishes.

Ask your wholesaler or write the factory.

ADAMS-RITE®
MANUFACTURING COMPANY
540 W. Chevy Chase Dr., Glendale 4, Calif.

SPECIALIZED LOCKS AND BUILDERS' HARDWARE

Guide to Credit and Collection Policies

Members of the state and regional dealer associations affiliated with the National Retail Lumber Dealers Association last month received another useful chapter for their NRLDA Dealer Operating Guide.

Its title is "Extending Credit and Collecting Accounts."

The guide lists five problems to be considered by the dealer to avoid excessive expense and loss in extending credit. They are:

1. Determining whether the customer is a good credit risk.

2. Knowing the precautions to take when extending credit.

3. Deciding how much credit he can afford to have outstanding.

4. Keeping close track of all accounts.

5. Collecting all accounts successfully.

Then the guide explains recommended practices in solving each of the problems. Suggested forms are included for collection letters to be sent when an account is first overdue, 30 days overdue, 45 days overdue, and 60 days overdue.

Four retail building material dealers — including Elias W. Nuttle, of Denton, Md. — and three association officials contributed comments and suggestions to the text for this guide chapter, according to NRLDA Public Relations Director E. B. Wilson.

YARD HISTORY

(*From page* 38)

ties in his lumber yards—efficient loading methods, merchandising innovations, physical appearances of the properties, and Herrman personnel in action. Much of this will be sandwiched in with the history of the family in the lumber business. It has been the most prominent occupation in the Herrman family in recent generations.

Jess, the oldest son, and his father in 1917 started a yard in Appleton City, Missouri, and later expanded to several nearby towns. Today Elvin H. Herrman operates the original yard. Cecil H. and Fred H. operate the yard in Rolla. Another brother, Dr. Lloyd Herrman, also takes an active part in helping to run the Rolla yard in addition to his dentistry practice.

Herrman and his wife take a long trip each year. New places are getting harder to find without making extensive trips, but they always manage to make each trip different and interesting. Many of their friends get nearly as much enjoyment out of each trip as the Herrmans, merely by watching the vivid account of it on the screen.

FIRE PREVENTION

(*From page* 45)

(1700° flame heat) did not exceed one hour. The fire resistance of the closest structural members was two hours. The floors were of three-hour construction, and the columns would have given protection for four hours.

This hotel building would not have performed one bit better, nor would it have increased the appalling loss of life, if the frame had only been 1½-hour protection and a two-hour column instead of the three- and four-hour protection.

What actually caused the loss in the Winecoff Hotel fire was not a lack of structural protection, but rather the lack of modern protection. The vertical openings were not enclosed, so they actually provided ducts for flame-spreading drafts! Had there been one-hour fire protection of vertical openings (elevator and stairway doors and accesses), there would not have been the Winecoff fire disaster.

Several states subsequently have revised or enacted building and safety laws, and in general are enforcing them effectively, to prevent such costly disasters hereafter.

Continuous research and advancements are being made on new techniques, materials, and the like that gradually will reduce the weight, cost, and size of more fire-resistant construction.

Building material dealers should hail such research and encourage the incorporation of its findings into our building codes and ordinances. In the South especially does such research offer opportunities to effect real economies in construction.

Due to the steady growth of our Southern cities, every precaution should be taken to guard against improper construction in the cities and in the suburban areas as well. Such caution should be taken in communities of all sizes.

HERE'S A *new* DECORATIVE PANELING TO STEP UP YOUR PLYWOOD SALES

It's WEDGEWOOD

STARRING 3 GREAT SELLING FEATURES

1. TEXTURE Exciting new beauty . . . specially processed to *highlight* natural growth characteristics, bringing the feathery grain into textured relief.

2. COLOR Lends itself to a wide range of easy-to-apply color effects and combinations when painted. Resin-sealed at factory. Rich texture gives smart two-toned effects.

3. LOW COST WedgeWood is priced far lower than any other decorative wood paneling . . . within reach of all your customers. It's priced to sell fast.

WEDGEWOOD has everything your customers want in a real wood paneling. Thousands have acclaimed WedgeWood's unusual and distinctive beauty at home shows. Don't fail to stock it and display it. Call your G-P warehouse and start building your profits with Georgia-Pacific's new WedgeWood decorative paneling.

GEORGIA—PACIFIC
PLYWOOD COMPANY

SOUTHERN FINANCE BUILDING
AUGUSTA, GEORGIA
Call 2-8383

Motorists passing by the McClure Lumber Company's lumber and building supply plant on Mt. Holly road near Charlotte, N. C., are impressed by both its neatness and completeness. This airview shows the original 60x227-foot office-store-warehouse building in foreground, with the new 60x60-foot wing at right for sacked goods. Behind this structure are the garage and dressed lumber shed. Above them are the fire station and water reservoir. At left, bottom to top, are ample parking lot for customers, 60x100-foot double-deck lumber shed, woodwork shop, planing mill, and edge sorter. All lumber is stacked fo reasy handling by fork-lifts to and from storage stacks, sheds, and delivery trucks. Whole layout attracts attention and customers from drive-in theater at right!

MODERN YARD

(From page 36)

Sorting and piling lumber became exceptionally expensive with the advent of short working weeks, increased minimum wages, and other handling cost-hikes in the face of competition among distributors of lumber and alternate materials. Determined to stay in business through lean as well as fat years, the McClures have trimmed these expenses in several ways.

In the spring of 1950 they had installed a modern lumber edge sorter. It is 333 feet long and has 33 slots for a variety of lumber species, sizes and grades. Incoming trucks unload the mixed runs from the sawmills at the delivery dock of the sorter shed, where they are rolled up to the end-trimmer. They are conveyed in front of the tally-man, who tallies each incoming load.

Numbered, printed cards, $3\frac{1}{2}$ x $6\frac{3}{4}$ inches with three sections, are used to control inventorying and paying for incoming lumber. One section of the card is given to the truck driver as a collection receipt for his load. It has lines for date, sawmiller's name, sawmiller's number, timber boundary, who hauled by, and who paid by with check number.

A second section is stapled onto the lumber bundle. Used for the office-accounting record, it bears same information except "paid by" line.

The third section is kept by tally-man as record of lots received and worked each day.

For the estimating and buying of timber, the McClures operate a subsidiary known as the McClure Timber Company.

Use of the new edge sorter has permitted the McClure firm to handle about 600,000 feet of lumber a month with four stackers, instead of 10 — the number it took without this sorting system.

The McClures make use of three fork-lift trucks — two big ones in the yard and a small one in the warehouse — to move materials quickly at lower cost. They've had a 6,000-pound Clark truck for two years, 16,000-pound Gerlinger for four years, and a Mobilift 2,000-pounder which for four years has been used in the warehouse to move building materials faster and cheaper.

To deliver materials within a 25-mile radius of their yard, the McClures keep eight delivery trucks rolling (and two spares while others are being serviced).

In the maintenance and upkeep of these machines, the McClures have this year switched from having independent garages and shops to do the work, to the employment of a full-time veteran mechanic. He has a small repair shop in the front center of the yard. He also is available to assist in the emergency repair and servicing of machines in the modern planer mill and the woodwork shop, whenever needed.

The senior McClure son, R. B., known by all as Bob, estimates that having their own mechanic has cut truck maintenance costs about 50 per cent!

Bob McClure further estimates that about 60 per cent of the McClure Lumber Company's sales are in lumber — with three-fourths of the lumber sold to nearby building contractors.

Bob McClure has four brothers and two sisters. John T. McClure is vice-president of the firm, which is headed by their father. Ralph and Donald McClure work as salesmen-estimators. Sister Willi handles the bookkeeping department.

The other McClure son is a ministerial student, and the other daughter is married and a homemaking mother.

In addition to the working family members, the McClures employ 38 other persons in the operation of their modern lumber yard and building supply store.

Which Bundle Would *You* Buy?

Fitite Shake Quality Starts with *selected* Certigrades

Fitite SHAKES

To produce an *exceptionally* good cedar shake, the makers of Fitites demand and pay for *something more* than "the best" Certigrade cedar shingles. We consider the careful purchase of special shingle stock the essential difference that makes the Fitite Shake name so well respected by retail lumber dealers and their builder customers. Of course we use No. 1 Certigrade Shingles exclusively; but we make it our business to know which mills produce the *exceptional* number one shingles, *wider* shingles that produce *extra wide* Fitite Shakes . . . *lighter* cedar that gives Fitite Shakes more consistent color, carton by carton.

By using better raw material, color coating with our own Stayon stains created in our own plant, and by drying Fitite Shakes in the *open air*, we are confident that we offer the finest pre-stained cedar shake available today.

Have you compared Fitite Shakes with the others? Your inquiries are cordially invited.

WHOLESALERS ATTENTION: If you are interested in the sale and distribution of our quality line of pre-stained shakes, write immediately to:

COLONIAL CEDAR COMPANY, INC.
600 WEST NICKERSON STREET • SEATTLE 99, WASHINGTON

HELPFUL LITERATURE

Mostly free—some for a fee

GARAGE DOOR INSTALLATION The Rowell Manufacturing Co., Cottman Street and Hasbrook Avenue, Philadelphia 11, Pa., is offering a new "do it yourself" spread out sheet for installation of Rowell door sectional upswep residential and commercial garage doors. A series of 12 steps show how to do the job from measuring the door and opening to the final paint job.

PHILIPPINE MAHOGANY The Philippine Mahogany Association, Inc., 111 West Seventh Street, Los Angeles 14, Calif., has released a beautiful new folder with full color illustrations of applications of Philippine mahogany in homes. Brief copy describes its use in the pictured living room, front entrance, den, kitchen, and rumpus room.

MAPLE FINISHES The Maple Flooring Manufacturers Association, 548 Pure Oil Building, Chicago 1, Ill., offers new specifications superseding those published in 1949 for finishing floors of Northern hard maple. All finishes meeting the specifications are placed on the MFMA approved list and can be advertised as such. The qualifications were set forth by the research laboratory of the Timber Engineering Co.

DRAPERY HARDWARE A new 6 page folder describes Grand curtain and drapery traverse hardware. It gives simple installation instructions, a typical bill of materials, suggestions for window treatment and accessories. The Grand Pulley and Hardware Co., 31-65 Whitestone Parkway, Flushing 1, L. I., N. Y.

AIR MOVING EQUIPMENT The Torrington Manufacturing Co., Torrington, Conn., has released a 200 page book that shows and describes fans, heaters, and other equipment that incorporate Torrington Vulrified air impellers, fan blades or blower wheels. Over 100 products are included, with specifications, picture, descriptive copy, and manufacturer's name and address. The book on cooling and heating equipment sells for 50 cents a copy.

OVERHEAD DOOR HARDWARE A new specification and parts manual for Stanley overhead hardware has been released for dealers, architects, and builders. It covers standard and low head, jamb type, roll in track, and pivot installations. It includes recommendations for door dimensions and truss assemblies. The Stanley Steel Products Co., 6620 Brynhurst Avenue, Los Angeles 43, Calif.

WALL LAMPS A new catalog shows 30 Wallamp lamps for walls, including 11 new designs. They include "modern," "traditional," and colonial designs. Brief description accompanies each photograph of the lamps. LaSalle Products, Inc., 145 Seneca Street, Buffalo 3, N. Y.

NEW TILE INSTALLATION A 20 page brochure describes the "thin set" method of installing clay tile. Detailed Isometric drawings show how to install tile quickly, permanently, and at minimum expense on floors, walls and ceilings. The Miracle Adhesive Corp., 214 East 53rd Street, New York 22, N. Y.

FIREPLACE FORMS, ACCESSORIES Bennett Ireland Inc., Norwich, N. Y., offers a new catalog that pictures and describes Bennett fireplace forms, flexible metal screens, grates, andirons, and other accessories. It also explains how these forms afford extra heat and smoke free construction.

PREFINISHED PANELS Arborite, the all purpose prefinished counter top and wallboard, is a new combination catalog and book type sales presentation. It tells Arborite's advantages, how it is made, and outlines such sales aids as ad mats, literature, and displays. Send request on company letterhead to J. A. Fowler and Co., 314 Straight Avenue S. W., Grand Rapids 4, Mich.

ALUMINUM WINDOW INSTALLATIONS Installation manuals for proper handling and installation of residential aluminum windows, both casement and double hung windows, are offered by the Aluminum Window Manufacturers Association, 74 Trinity Place, New York 6, N. Y. The manuals show builders and dealers in a simplified form, the basic differences between handling aluminum windows and other type windows.

GLUED UP LUMBER is described in a new booklet, "Weyerhaeuser 4 Square Glued Up Lumber." It contains a step by step description of glued up lumber products that help solve problems of supplying demands for wide lumber items. For dealer customers of the Weyerhaeuser Sales Co., St. Paul 1, Minn.

PLASTIC FLOOR TILE An attractive four color brochure explains advantages of Haku Vinylflex plastic floor tile and recommends its use in residences and commercial and institutional buildings. Hachmeister, Inc., Pittsburgh 13, Pa.

STEEL GARAGE DOORS "Strand All Steel Galvanneal Garage Doors" is a new two color folder that describes five types of overhead garage doors. Step by step details are included for building garage door openings in various sizes with minimum trouble. Strand Garage Door Division, Detroit Steel Products Co., 3221 Griffin Street, Detroit 11, Mich.

ALUMINUM WINDOWS, DOORS Three new folders are offered by the Keystone Alloys Co., Derry, Pa. "All Weather Protection for Casement Windows" tells of styles for inside and outside window types. "Get in the Comfort Zone with Keystone" describes storm protection for standard windows. "Beautify Your Doorway" offers data on invisible hinge storm screen doors.

CONDENSATION in building walls is the topic of volume 3, No. 7, of **Technical Notes on Brick and Tile Construction**. It covers principles, effects, and analysis of condensation and includes tables on temperature and vapor pressure, vapor resistance of various materials, and pressure of water vapor at saturation. The Structural Clay Products Institute, 1756 R Street N. W., Washington 6, D. C.

"ALUMINUM FORMING" is a new 140 page technical manual containing a wealth of information on how to draw and form aluminum sheet, plate, tubing, and pipe. Two sections are devoted to metallurgical data on sheet and plate and on aluminum tubing and pipe. It is sent to those requesting a copy on company letterhead, from the Reynolds Metals Co., 2500 South Third Street, Louisville, Ky.

FLOOR TILE PROMOTION The Arborite king size tile in promotion kit contains window streamers, decals, counter display units, and full color reprints of Arborite ads appearing in consumer magazines. The Mastic Tile Corp. of America, P. O. Box 1151, Newburgh, N. Y.

ALUMINUM CONDUCTOR REPORT "Report on Aluminum Electrical Conductor" answers need for accurate information about performance of electrical wire and cable. Typical is its explanation of factors that govern the choice between aluminum and copper in electric wire. The National Electrical Contractors Association, 610 Bing Building, Washington 6, D. C.

WIRING DEVICE CATALOG Over 1,400 electrical wiring devices, lamps, and specialty products are shown in the 1952-53 catalog of the Eagle Electric Manufacturing Co., Inc., 23-19 Bridge Plaza South, Long Island City 1, N. Y. It serves both as a selling device and as a reference book for the trade. Price sheet available on request.

FLOOR COVERING ON WALLS "Rentile as a Wall Covering" is a profusely illustrated booklet showing how Rentile asphalt tile is attractively applied to walls, increasing dealer sales possibilities. Included are a table of light reflections and various decorative patterns. Rentile, Inc., 36 Second Avenue, Brooklyn 15, N. Y.

GAS HEATERS The Bryant Manufacturing Co., Mercer, Pa., has revised its literature to include new designs of its gas heaters. The new 20 page catalog, GH-52, shows and describes four general heating types. Separate sheets give data on the PAC central heater.

Williams residence, Kingsport, Tenn.; Allen N. Dryden, Architect; Armstrong Constr. Co., Contractor; Kingsport Lumber and Supply Co., supplier of Cumberland Masonry Cement.

The finest masonry work starts with Cumberland Masonry Cement

A church or a store, a school or a home—modern construction demands beauty as well as structural soundness. And Cumberland Masonry Cement gives you both. Not only does it meet or exceed all specifications for good construction, but it adds to the beauty of the building units—it frames them with neat, striking joints.

Mortar made with Cumberland Masonry Cement has a pleasing light color. But even better than that, it keeps its handsome color for years. You see, Cumberland is non-efflorescing—a low content of soluble salt and dense, tight mortar combine to prevent the unsightly white mottling of blooming. In every way, Cumberland stands out as *better* masonry cement.

THE 10 BASIC REQUIREMENTS OF HIGH-QUALITY MASONRY CEMENT*

1. Plasticity
2. Body
3. Strength
4. Yield
5. Color
6. Adhesion & Bond
7. Negligible Shrinkage
8. Water Retention
9. Water Repellency
10. Non-efflorescing

**Cumberland gives you all 10!*

Any quantity of Cumberland Masonry Cement will be shipped in mixed carloads with other types of Cumberland Cement.

Cumberland

PORTLAND CEMENT COMPANY

Chattanooga Bank Building • • Chattanooga 2, Tennessee

Portland — High Early Strength — Air Entraining — Masonry

PRODUCT PARADE

FAN, LIGHT DISPLAYS

NuTone, Inc., Cincinnati, Ohio, now offers four new free displays for ventilating fans and for Heat-A-Lite combination heater, air-circulator, and overhead light.

Shown here, the Heat-A-Lite wall display, designed for limited space, has an overhanging section to show the unit realistically, as it would appear in a home. This display is 20½ inches deep, 30½ inches high, and 16 inches wide.

A floor-model Heat-A-Lite display also shows a unit in operation. Seventy-five inches high and 8½ inches deep, it features eye-level sales copy that gets attention.

A 69-inch-high by 34-inch-wide floor display shows five ventilating fans in operation. Fans can be operated one at a time for individual operation. A wall display, which shows a ventilating fan as used in a home, is 24 inches high, 17 inches wide, and 18 inches deep.

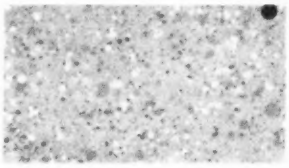
All displays are wired and mounted with fans at the factory. Literature racks offer take-home pieces to customers.

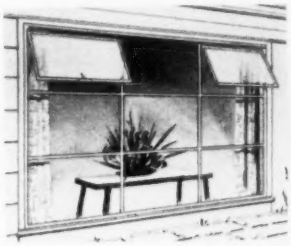
NEW HARDBOARD PATTERN

The United States Plywood Corp., 55 West 44th Street, New York 18, N. Y., announces "Mardi Gras," a colorful new spatter pattern in Micarta plastic panels.

It was inspired by early New England homemakers who decorated floors of colonial homes with random spatterings of bright colors. Mardi Gras is available in red, blue, green, yellow, and light and dark gray.

Like other Micarta patterns, it resists heat and cold, and it endures chemical action. It is said not to chip, splinter, or corrode. Write for free samples.





PICTURE WINDOW UNIT

The Detroit Steel Products Co., 3227 Griffin Street, Detroit 11, Mich., recently introduced the WindoWall, a picture window unit.

The WindoWall comes in two sizes. One is 6' 3⅜" wide by 6' 4⅛" high, featuring six lights. The other is 9' 4⅛" wide by 6' 4⅛" high, with

MAIL THIS COUPON TODAY!

Mail to SOUTHERN BUILDING SUPPLIES,
806 Peachtree Street N. E., Atlanta 5, Ga.

YOUR NAME .....

FIRM .....

POSITION .....

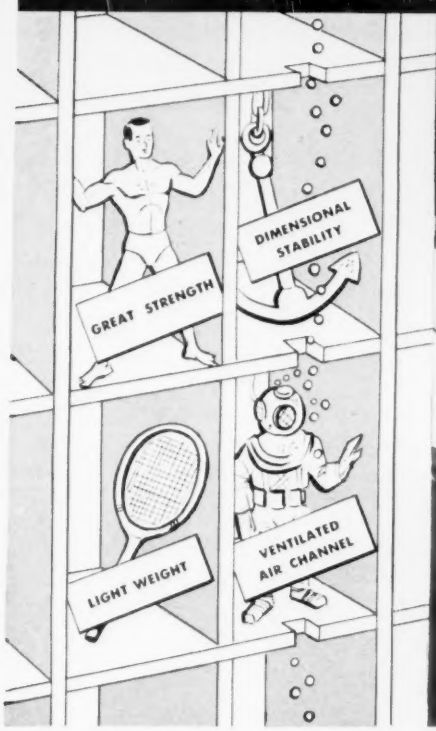
MAIL ADDRESS .....

For more free information on these promising new products, check numbers below.

S-165	S-166	S-167	S-168 .....
S-169	S-179	S-180	S-181 .....
S-182	S-183	S-184	S-185 .....
S-186	S-187	S-188	S-189 .....
S-190	S-191	S-192	S-193 .....
S-194	S-195	S-196	
E-1	E-2	E-3	E-4 .....
E-5	E-6	E-7	E-8 .....
E-9	E-10	E-11	

You can SEE the *Engineered Strength* in PAINE REZO DOORS

T. M. REGISTERED



IT'S SO EASY to fit the strongest — and best — flush door into your selling plans, for the structural superiority is plainly evident . . . and the cost is fully in line with the market price for commonplace doors. Paine Rezo offers you exclusively: the ventilated air-cell principle that maintains the same atmospheric conditions inside the door as exists outside; the interlocked, interwoven all-wood core that provides unmatched stability.

The case history of this original construction goes back in the building industry to 1936. It has so impressed architects and contractors everywhere that they have decided more than five million times to install the Paine Rezo door — a decision that has made the company behind it the world's largest mills devoted exclusively to the production of hollow core flush doors. Write today for an illustrated factual bulletin and the name of the distributor in your area.

Manufactured by the

PAINE LUMBER CO., LTD. *Oshkosh Wisconsin*

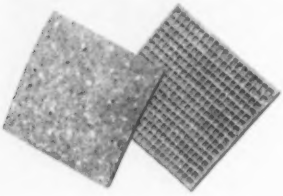
ESTABLISHED 1853

nine lights. Lights can be ventilated or fixed.

Window sections are of 1½-inch solid hot-rolled steel. Lights are rectangular, running horizontally. They can be glazed with ½-inch insulated glass, or with double-strength plate-glass, when additional insulation is needed. Write for descriptive catalog sheet.

COMPRESSION-HELD TILE

The Robbins Floor Products, Inc., Tuscumbia, Ala., announces Terra-Tile, an all-purpose vinyl tile that needs no adhesive. Terra-Tile comes in 16 colors in a terrazzo pattern.



The back of the tile is honeycombed. Pockets formed by this construction exert a suction-cup effect that helps hold tiles in place, prevents moisture seepage and dampness. Such installation permits use of this tile on below-grade areas, where moisture and alkalies usually attack adhesives.

Installed over uneven wood floors, the Terra-Tiles still give a relatively smooth, level surface. They are twice as thick as most floor tiles and up to 10 times more resilient, according to the makers. A stress-relieving process guarantees against shrinkage. Shifting of wood floors has little effect on the tile, and no underlay is necessary.

CRIMP PLASTIC SHEETS

The Resolite Corp., Zelienople, Pa., now offers structural sheets of translucent Fiberglas-reinforced resin plastic to match the standard 5-V crimp metal roofing and siding sheets.

The new sheets are applied in the same manner as their metal counterparts—fastened by nail, screw, or bolt. They are especially popular for daylighting sheds, warehouses, and farm buildings that frequently are not equipped with electricity.

DRY-WALL TRIM DISPLAY

Drywall Trim, Inc., 545 Fifth Avenue, New York 17, N. Y., offers to dealers this display card. It is designed to show at a glance the advantages and ease of installation of this steel casing with spring-tight action.

Printed in three colors with protective varnish finish, the card is 11

by 14 inches. It is backed with an easel for either counter or window display, and with concealed hole-punch for wall hanging.

CURVED FOLDING DOOR

The Hough Shade Corp., 1025 Jackson Street, Janesville, Wis., announces a new curved wood track for Ra-Tox folding doors.

The curved track makes possible such unusual installations as a full dinette enclosure along a wall or a corner wardrobe enclosure. Ends of each track section are finished to make a smooth butt joint with the

The Name HOPE'S *Guarantees*

Residence of James G. Lippman, Jamestown, N. Y. *Godfrey Carlson, Contractor*

ONLY $279.75

...for Hope's Steel Windows in this home, but they add much more to its value. House hunters acknowledge their longer life and saving in upkeep as well as their neater, more finished appearance. Such homes attract buyers immediately. Write for HOPE'S Bulletin No. 102L.

HOPE'S WINDOWS, INC., *Jamestown, N. Y.*

THE FINEST BUILDINGS THROUGHOUT THE WORLD ARE FITTED WITH HOPE'S WINDOWS

Office pictured above: **Automatic Plastic Molding Company, Berkeley, California.**
Products used: Insulite ¼" Dumlite Plank (wall), Insulite Leatherite Hardboard (wainscoting), Insulite Fiberlite Acoustical Tileboard (ceiling).

regular straight track section. To carry the folding door, hanger glides move freely through all degrees of curvature on the new rack.

Ra-Tox folding doors are made in all standard door and room-divider sizes, plus special sizes. They are made in colors and a natural finish.

ADJUSTABLE GUARDS

The Hawkins Iron Co., Inc., 319 North Fourth Street, Birmingham, Ala., now offers adjustable window guards to fit any window.

Installed from the inside with a special key, the guards can be removed quickly in case of fire or for cleaning and painting. They are firmly joined to prevent any forced entrance.

Said to cost about half what made-to-measure guards cost, the Hawkins guards can be sold over the counter for customer installation.

Flash! NEW PRODUCTS!

For full details on these products, use coupon on page 74

PAINTERS' TOOLS. *Ridgely* offers compact counter display, No. 180, for its painters and decorators tools. The 19x25-inch display can be changed in minutes to promote different *Ridgely lines*. **Write for S-165.**

"BLOND" WOOD FINISH. A nearly clear finish that protects and beautifies any type of wood without changing its color, "Blond" is an addition to the *Liquid Rawhide* line. **Write for S-166.**

CHEAPER CONVEYORS. Rapids-Standard recently reduced the prices of the *Rapistan* aluminum gravity conveyor from 6 to 10 per cent on all types. **Write for S-167.**

CHRISTMAS HARDWARE. A new "Season's Greetings" sleeve in red and white will be supplied to fit over stock boxes of 15 Stanley builders tools as Christmas gifts. Another *Stanley* promotion features five sets of home tools priced to fit dad-and-son budget. **Write for S-168.**

TILEBOARD DISPLAY. A tileboard merchandising kit is supplied with each initial stock order of Miratile marbleized prefinished wallpanels. The kit includes counter display stand, window banners, literature, newspaper ad mats, and color cards. **Write for S-169.**

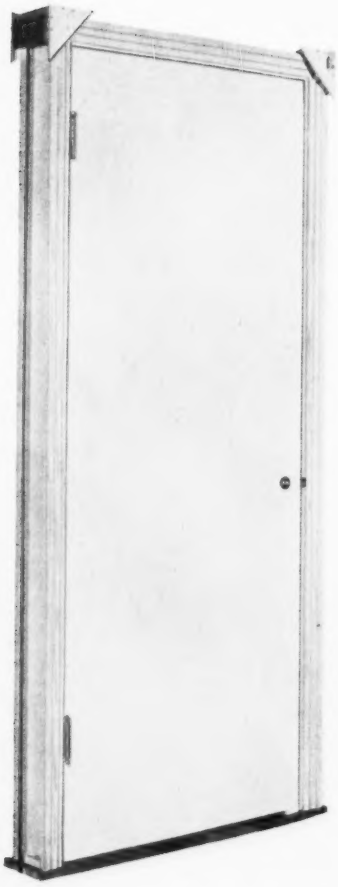
ALUMINUM GRATINGS. Bordon aluminum floor gratings weigh about half as much as equivalent steel installations, are light enough to be removed in case of emergency. Eighty-five per cent of the grating is open for easy air circulation. **Write for S-179.**

CEILING TILE TACKER. The Duo-Fast Model CT-859 ceiling tile tacker drives in long, heavy 9/16-inch staples required for thicker nailing flanges on some ceiling tiles. An elongated driving spring provides extra power to drive in longer staples. **Write for S-180.**

GALVANIZED BASEMENT WINDOWS. Fenestra steel basement windows can now be ordered with a heavy galvanized coating to protect them from rain and splashed dirt. Makers claim they withstand even salt sea spray for over 30 years with-

Biggest Advance in the Last 15 Years!

NATIONAL WOODWORKS



Door and Frame Complete in a Single Package

Carpenter merely slips unit into opening. Only takes 20 minutes.

National Ready Hung Door Unit

Pat. No. 2489029

Think of being able to sell a door frame with the door already hung! Look at the savings you can offer. This is the only really new product in the woodworking industry.

Door and frame come packaged, each unit individually crated for protection. Door is hung on two butts, completely machined for lock. Lock is furnished. Joints are square and tight. Special type fastener on all mitre joints in trim assures permanently tight joints. All parts of frame (jambs, trim, and stop) are of thoroughly dried and seasoned Ponderosa Pine. Units have 1⅜ inch inside doors.

DEALERS:

See your jobber—or if your jobber doesn't yet have them, write us for name of your nearest source. Ask for our catalogue, too. We manufacture a complete line of Windows, Doors, Millwork, and the famous NATIONAL WINDOW UNIT.

Manufactured by

NATIONAL WOODWORKS

Box 5518
Birmingham 7
Ala.

out deteriorating. **Write for S-181.**

CUT-OFF VALVE. The Kelly-Byrne automatic gas cut-off valve has a stem held in position by a plastic link. In cases of fire, excessive heat melts or breaks the plastic to allow the stem to spring to its closed position, automatically shutting off gas. Approved by Underwriters Laboratories, the valve has a Geon 404 rigid unplasticized polyvinyl chloride resin plastic link that does not "creep" or flow, but retains its shape. **Write for S-182.**

AIR VENT VALVE. The No. 5 Thrush air vent has faster-acting expansion washers for more frequent venting cycles. They have a ⅛-inch thread and can be installed horizontally on all types of radiators, baseboards, convectors, unit heaters, and high points of mains. **Write for S-183.**

LAUNDRY FIXTURES. Four new Glauber hot-and-cold laundry fixtures include a top supply and adjustable center bottom supply, as well as rough brass and deluxe chrome ledge type models. They are of heavy brass construction and feature a 5-inch swing spout with threaded end for attaching hose. **Write for S-184.**

RUBBER SAW GUARD. The Sweet-Saw-Guard is a soft, resilient rubber strip that is slipped over the teeth of hand saws to prevent damage during storage or transit. It is impregnated with castor oil that "bleeds" onto the teeth to prevent rust and lubricate. **Write for S-185.**

SLIDING DOOR HARDWARE. The Acme Bi-Rail 5,000 hardware is used for by-passing wardrobe doors. The wear-resistant nylon wheels need no lubrication. The heavy-gauge steel, rust-resistant track is used for all door thicknesses. Doors are easily removed without removing hardware. **Write for S-186.**

PLEXIGLAS CLOCK. To go with Youngstown Kitchen cabinets and sink units, an electric clock of Plexiglas is now offered. A colored ring fits under the raised, cut-out numbers. Four rings accompany each clock so the homemaker can take her pick of colors to match her color scheme. **Write for S-187.**

WINDSHIELD SCRAPER. The Tweco Squeegee-Scraper is used for scraping ice, sleet, snow, steam, and splatter from windshields or windows in winter, and bugs, dirt, and mud splatter in summer. It has both a hard edge, guaranteed not to scratch glass, and a soft rubber edge. An appealing give-away novelty, it retails for 29 cents. **Write for S-188.**

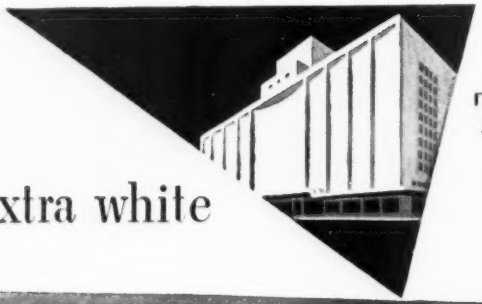
MASONRY WATER REPELLENT. Silicone Driwal, an invisible water repellent for exterior stone, masonry, brick, concrete, and asbestos siding, keeps out water while still allowing the coated surface to "breathe." It resists white efflorescence and staining, and it reduces spalling and disintegration from extreme outdoor weather exposure. It is said to be self-cleaning. **Write for S-189.**

WATERPROOF SANDPAPER. A new sandpaper said to maintain the initial sharp "bite" necessary in wet sanding is Tufbak Speed-wet Durite. Increased body strength resists creasing, cracking, and curling. **Write for S-190.**

CARPENTER'S BRACKET. Special design permits the four-piece riveted Waco folding carpenter's bracket to be folded down to a 2x48-inch package for easy storage and transportation. Made of heavy-gauge angle iron, the bracket allows for a 36-inch ledger and is used on sheeting, stuccoing, siding, and shingling jobs. **Write for S-191.**

COVE BASE MOLDINGS. Three new cove base pieces have been added to the Miraplas wall tile line. The cove is tile-and-a-half length, with matching inside and outside corners. All are made in 19 colors. **Write for S-192.**

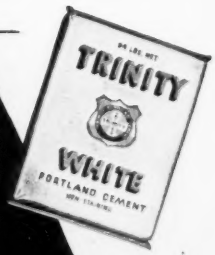
TERMITE SHIELD. A ready-made Blue Diamond termite shield is made of galvanized metal and has an expanded metal edge that bonds to the beam with cement mortar. This makes it impossible for a termite to pass between the beam and the shield. Besides joint clips, pier shields, inside and outside corner shields, the termite shield comes in 8-foot runner strips. **Write for S-193.**



extra white

TRINITY WHITE
Portland Cement

Your customers will appreciate Trinity, the *whitest* white cement. Gives uniformly excellent results. Widely advertised to architects and users for years. Used in volume in architectural concrete units, terrazzo, stucco, paint, etc. Other uses include light reflecting floors, ornamental work, tile setting, etc.
Trinity is a true portland cement and meets Federal and ASTM specifications. Carry it in stock. Trinity Division, General Portland Cement Co., 111 W. Monroe St., Chicago; Republic Bank Bldg., Dallas; 816 W. 5th St., Los Angeles.



TRINITY WHITE
is a
True Portland Cement!

as white as snow

BASEMENT SASH FORMS. Steelcraft basement sash forms are made of heavy-gauge steel, bonderized with a baked-on paint coat. Basement sash is locked into the steel form, which is then nailed to the wood foundation forms before concrete is poured. After the wall is set up, the wood forms are removed and steel forms are easily taken out for reuse. **Write for S-194.**

HAZELWOOD PLYWOOD. Plankweld, a pre-finished, pre-cut, install-it-yourself plywood panel is now made in a hazelwood pattern. This honey-blond veneer plywood is sold in packages of 10 panels to homeowners. **Write for S-195.**

LOW-COST PIPE. Bakelite polyethylene plastic pipe is suited for natural gas and electric power transmission installations. Its flexibility and ability to go around curves speeds installation. Made in lengths up to 400 feet. **Write for S-196.**

TWIN TOILET SEAT

Halco, Inc., P. O. Box 1524, Atlanta, Ga., announces the "Big Bear—Little Bear" toilet seat that can be used by both adults and small children.

The small seat is pulled down for use by toddlers. When not in use, it is merely pushed up to fit into a circle in the seat cover. A strap is provided to hold the baby on the seat.

The seat is shipped with all rubber washers, iron washers, nuts, and bolts, completely assembled for quick installation.

FIRE-RESISTANT WALLBOARD

To meet special fire code requirements, the United States Gypsum Co., 300 West Adams Street, Chicago 6, Ill., has introduced two new Sheetrock wallboard products.

Called Sheetrock Firecode 60 and Sheetrock Firecode 45, they are ⅝-inch and ½-inch thick and have 60- and 45-minute fire-resistance ratings respectively. Both have the same appearance as ordinary Sheetrock.

The new wallboards permit use of a single layer in many areas where codes require extra fire-resistant construction between attached garages and homes, around stairwells, or heating-unit enclosures.

8 SCREWDRIVERS IN ONE

Click-It is a new screwdriver, made by the E. L. Dye Co., 16 West Main Street, Norwalk, Ohio, that does the work of eight different tools. The four models equal 32 sizes in this quality universal tool.

The blade-locking arrangement permits quick changing of the length to eliminate overdriving and underdriving.

The blade itself is reversible—inserted one way it is a regular screwdriver, the other way it is a Phillips model.

WINDOW MATERIALS

The Arvey Corp., 3462 North Kimball Avenue, Chicago 18, Ill., has introduced two new types of displays for R-V-Lite and Vimlite all-purpose window materials.

Called "Pop-Outs" and "Stand-Outs," they give unusual three-dimensional effects. They are backed with self-sticking adhesive that adheres to any smooth, hard surface, making them stay up until purposely removed.

Pop-Outs fit a narrow horizontal

THE SHORTEST DISTANCE BETWEEN TWO POINTS

YOU ....IS A COMPLETE LINE

NOW...
A COMPLETE LINE
Old American
ASBESTOS—CEMENT SIDEWALLS
and ROOF SHINGLES
Take your choice of these practical, attractive and economical sidings and roofings, made of fire and weather resistant asbestos-cement, to meet every need.

STONEWALL BOARD
...a tough, low cost wall covering, especially adaptable for farm buildings.

PANELSTONE
...flexible, sturdy, asbestos-cement board for either interiors or exteriors ...wherever rugged service plus economy is needed.

TRADITIONAL SHINGLES
...faithfully duplicate the mellow beauty of seasoned wood...at lower cost.

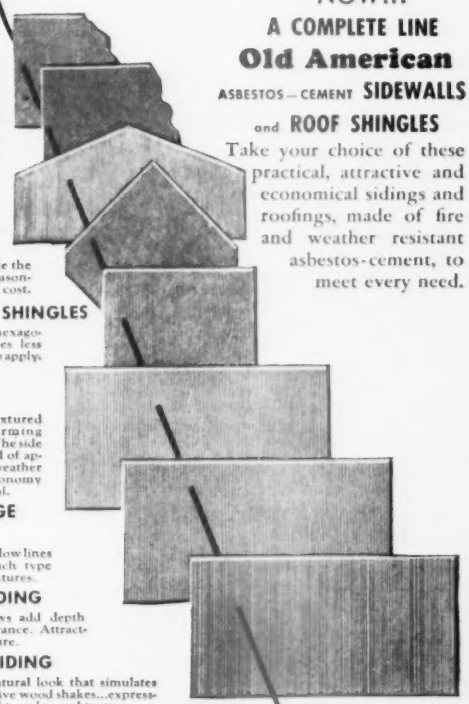
HEXAGONAL SHINGLES
...have attractive hexagonal shape that takes less labor and material to apply.

DUTCH LAP SHINGLES
...combine wood-textured beauty with charming Dutch Lap Design. The side and headlap method of application gives full weather protection with economy of labor and material.

STRAIGHT EDGE SIDING
...Styled to the long, low lines of the modern ranch type residence...wood textures.

WAVELINE SIDING
...wavy-edge shadows add depth and pleasing appearance. Attractive wood-grain texture.

COLOR-TEX SIDING
...with the really natural look that simulates the charm of expensive wood shakes...expresses the modern trend to color and texture.



For FREE
Catalog Sheets, Sales Literature and Asbestos Price Lists,
Write Today to...

ONE SOURCE CONVENIENCE

Old American Roofing Mills
Kansas City, Mo. E. St. Louis, Ill. Salt Lake City, Utah Fort Worth, Tex.

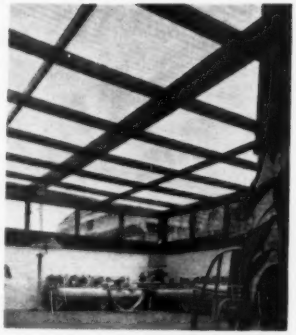
wall space or shelf edges. Stand-Outs protrude from any narrow, vertical space. Both displays are colorful and printed on both sides.

TRANSLUCENT PANELS

The Plexolite Sales Co., 4223 West Jefferson Boulevard, Los Angeles, Calif., announces this new translucent structural plastic panel that weighs four ounces per square foot in both corrugated and flat surfaces.

Reinforced with Fiberglas, the sheet is said to possess great flexural strength and to be shatterproof. It transmits up to 80 per cent of softly diffused daylight. It can be sawed, nailed, or drilled with ordinary tools.

Plexolite is used for glazing, skylights, patio roofs, canopies, awnings, and other decorative purposes. It is made in sizes up to 36 by 120 inches, and comes in five colors.



WOOD STAIN DISPLAY

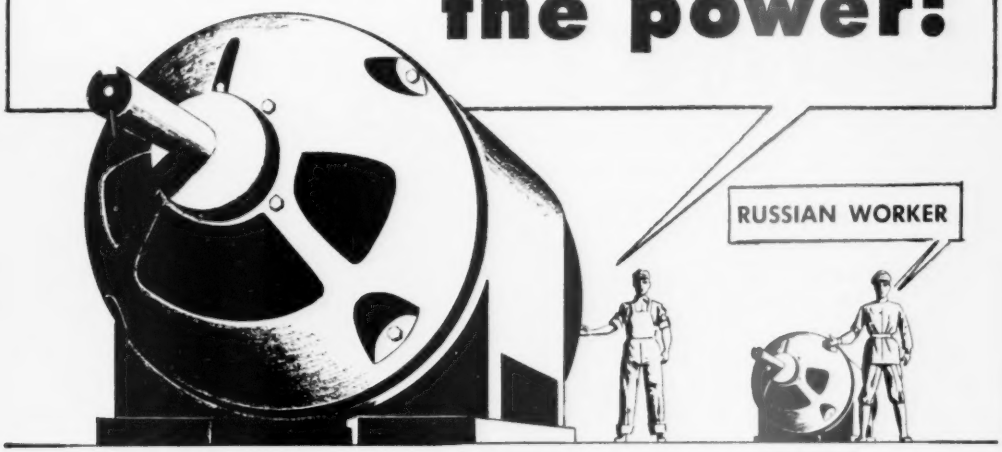
The "Color Demonstrator" is the newest promotional piece for Olympic stains, offered by the Olympic Stained Products Co., 1118 Leary Way, Seattle 7, Wash.

Copy on this display unit reads "Choose your Tone—try your Hand." It holds a brush, turps, wiping rag, and trial-size cans of all 16 colors of Olympic stain. Few customers can resist "playing" with the display, according to dealers who have tested the unit.

CABINET HARDWARE

The Stanley Works, New Britain, Conn., has introduced two new cabi-

AMERICAN WORKERS HAVE 7 times the power!



How does America do it?

Why does the American worker have the help of about 7 times as many kilowatt-hours of electric power as is available to the Russian worker?

How can we Americans produce over 40% of the world's goods and bring so much more of everything to everybody with less than 6% of the world's population? Why is the American output per-man-hour still growing faster and faster?

The answers cannot be laughed off nor are they hard to find. In the words of Ralph J. Cordiner, president of the General Electric Company: "The greatest impetus for forward movement still comes when individuals are free to plan and carry out their own ideas without government coercion or unnecessary regulation."

Including estimated expenditures in 1952, private industry in the last seven years will have invested over 150 billion dollars in new plant and equipment. This contrasts with Federal Government investment of not much more than 12 billion for similar purposes in the same period. Moreover most such Government expenses during the last three years have been allocated to military and atomic projects.

Back of all this progress in private industry is the unique American system of competition—our kind of competition that continually stimulates Americans to make things better and to sell them better—and at lower prices.

In America we do not just compete for public office; we also compete in technology, competency of management, individual initiative and distribution—the latter including selling and advertising in all their varied forms.

Our kind of competition promotes the growth of more and more businesses and industries—and this means more jobs and expanding prosperity from which we all benefit.

"Planned economies" and other fancy theories are not for us. The American competitive system has given us the highest standard of living in the world. Let's all work to preserve it.

This report on PROGRESS-FOR-PEOPLE is published by this magazine in cooperation with National Business Publications, Inc., as a public service. This material, including illustrations, may be used, with or without credit, in plant city advertisements, employee publications, house organs, speeches, or in any other manner.

THE COMPETITIVE SYSTEM DELIVERS THE MOST TO THE GREATEST NUMBER OF PEOPLE

net hardware displays. They are offered free to dealers, who pay only for the hardware that is attached to the display.

Both displays have an irregular, modern shape. They are painted light blue, with yellow and maroon lettering. Both have space for take-home folders for customers.

Model DB-520 is 14½ by 17 inches. Model DB-521 is 23½ by 18½ inches. Write for descriptive folder.

NEW EQUIPMENT

These new products may cut your business operation costs.

Return coupon on page 74.

TUBE BENDER. The Imperial tube bender, No. 270-F, is of the gear type and exceptionally compact. It can be placed at any point on even such tubing as hard-drawn copper and hard-temper steel to make left- or right-hand bends. Benders are made for tubing from ⅜ to 1⅛-inch, with a separate bender required for each size. **Write for E-1.**

OUTDOOR LIGHTING. The Stonco Cushion-Seal weatherproof lamp holder seals the lamp low at its neck and exposes its hot spot area to open air cooling. It is made of non-corrosive cast aluminum with glazed porcelain socket. Cluster holders provide brilliant lighting for yard and loading platforms and other plant uses. **Write for E-2.**

OFF-THE-ROAD TIRE. The Goodrich high-flotation tire provides positive traction in sand or loamy soil. This 65-inch, 18-ply rating "Earth-Mover" tire operates at low air pressures of 20 to 25 pounds. **Write for E-3.**

FORK-LIFT TRUCK. The Yardlift-150 pneumatic-tired fork-lift truck of 15,000-pound capacity now features such improvements as increased horsepower, lighter weight, and better hydraulic steering. A pivoted-type steering axle permits constant wheel contact during travel over uneven surfaces. **Write for E-4.**

LARGER SAW BLADE. The DeWalt GRR model radial arm saw can now be equipped with a 16-inch saw blade to increase the depth of cut to 5½ inches. The GRR is a 5-HP, 3-phase direct-drive radial arm saw. **Write for E-5.**

FIRE ALARM UNIT. The Mite-O-Larm sends out a loud warning signal to warn of fire in plants. Its low-voltage battery-operated circuit eliminates electrical installation costs and keeps the unit in operation when electricity is stopped due to fire. Available in single or multiple systems. **Write for E-6.**

MACHINERY MAINTENANCE. The Elec-Detec is a portable electronic maintenance instrument for locating trouble in machinery and other moving mechanisms. It uses a metal probe that transmits noise impulses from engines, gears, shafts, transmissions, traps, valves, pipe lines, etc., through an amplifier to headphones. **Write for E17.**

SHELVING BRACKET. The Hirshlok boltless shelving bracket needs no tools for setting of upward, downward, or level shelf positions. Push-button adjustment and levelling devices permit pitch adjustment through a 120-degree arch. **Write for E-8.**

FOLDING WORKHORSES. "Black Beauty" workhorses have rubber-tipped steel legs that are locked in position for easy assembly. They are table high and 30" wide. **Write for E-9.**

PIPE CUTTER. The E-Z portable cutter shortens pipe, tube, and conduit on the job. Handles pipe up to 2" and tubing up to 3" in a matter of seconds. **Write for E-10.**

IMPROVED BORING MACHINE. The Root G-250 single-spindle boring machine has been improved with a 3-HP motor and provision for mortising. It offers a choice of normal and full-leverage feed strokes and a cross brace for additional strength. Explained in a new catalog sheet. **Write for E-11.**

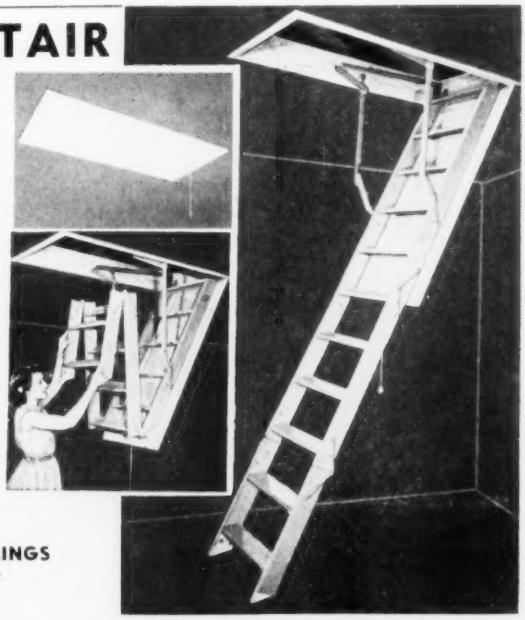
METAL HIDE-A-STAIR

New — Lightweight — Compact

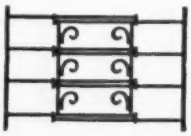
FOLDING ATTIC STAIR

All-steel, precision built for safety and durability, the HAWKINS METAL HIDE-A-STAIR is simple and fast to operate, weighs less than 25 pounds, takes a minimum of space.

By making valuable attic storage space available, it adds sales value to any home. Can double for use as attic fan opening.



- **Comes completely assembled**
- **Packaged ready for quick and easy installation.**
- **Adjustable spring tension**
- **Meets all F.H.A. requirements**
- **Pre-tested for poundage pull**



ADJUSTABLE WINDOW GUARDS

Attractive, simply-designed, wrought steel, fit any window. Installed or removed quickly with special key.

Send for folder.

***Also* — PREFABRICATED ADJUSTABLE RAILINGS**

Guaranteed to fit any normal porch or step arrangement. Fill orders from stock and save customers up to 200%.

Write for Details

HAWKINS IRON COMPANY, INC.

317 NORTH FOURTH STREET **BIRMINGHAM 4, ALABAMA**

Strictly WHOLESALE

FORT WORTH, TEX.: William Cameron and Co. is building a new warehouse and office building here, to contain 47,600 square feet of space. The loading dock will accommodate 16 trucks at once. Manager of the plant is Paul B. Moon.

ATLANTA, GA.: David Schaefer recently was elected vice-president and treasurer of Central Woodwork, Inc., here. Robert Edwards is now vice-president and secretary. President of this firm of fabricating jobbers is Paul Patton.

ATLANTA, GA.: Harry C. Kopcke, head of the H. C. Kopcke Lumber Co. here, recently was appointed vice-chairman of the Rules Committee of the National Hardwood Lumber Association. Through long efforts he recently got the state director of the Federal Housing Administration to approve the use of No. 2 yellow poplar lumber for insurable use as sheathing and sub-flooring in Georgia. The Kopcke firm's offices are now located in the air-conditioned Glenn Building, 120 Marietta Street, N. W.

HOUSTON, TEX.: To expand its services to dealers, Black-Brollier, Inc., has created a new building materials division. Frank F. Brunsen heads the new division. The company also has added new trucks and increased stocks of hard building materials.

Huttig Promotes Two; Buys New St. Louis Site

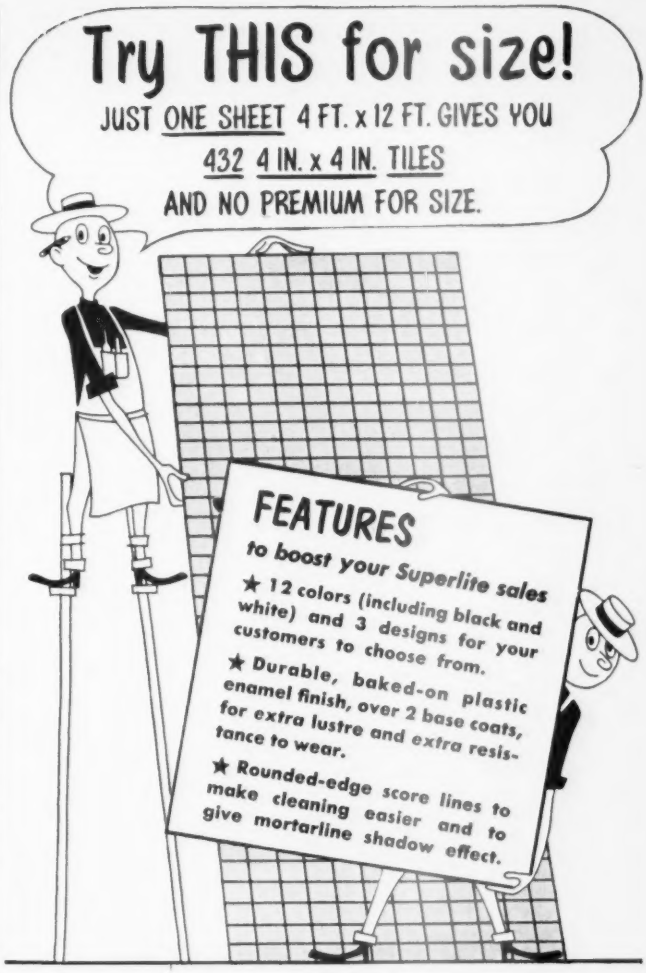
Transfer of W. E. Waller from Louisville, Ky., branch management to "new important responsibilities with our headquarters staff," recently resulted in promotions for two veteran employees of the Huttig Sash and Door Co.

Luke E. Bludworth was transferred from Miami, Fla., where he had been Huttig's branch manager, to succeed Waller as manager of the firm's plant and warehouse at 1735 W. Burnett Street in Louisville, Ky.

New manager of the Miami plant and warehouse of Huttig at 1090 N. W. 23rd Street in the Florida metropolis is Maury E. Pipkin, Jr.

In its "home town," St. Louis, Mo., the Huttig Sash and Door Co. last month bought 14 acres of land on Page Avenue, opposite the Lake Shore Golf Club.

According to the *St. Louis Globe-Democrat*, a new one-story, 140,000-square-foot factory and warehouse will be erected on the site



SUPERLITE PREFINISHED WALLPANELS are 5/32" thick, available in sheet sizes 4 ft. wide, and from 4 ft. up to 12 ft. long. Finished four ways: solid colors, tile design (4" x 4" square), Leveline (horizontal lines on 8" centers) and in Leatherwood (a grained leather effect), in four colors and in one sheet size: 4 ft. x 8 ft.

DELUXE *Superlite* PREFINISHED WALLPANELS

Manufactured by
SUPERIOR WALL PRODUCTS CO.
4401 N. American St., Philadelphia 40, Pa.
"for nearly two decades"

next to that of the Metal Goods Corp. Now under construction, the plant will be equipped with the most modern equipment for making millwork and handling materials.

SSIRCO Announces Managerial Promotions

The Southern States Iron Roofing Co., with headquarters in Savannah, Ga., recently announced several promotions in branch warehouse management.

Vernon Ray will be manager of the new SSIRCO branch in Jacksonville, Fla. He formerly was salesman in the Jacksonville territory, and he served Savannah and Orlando areas previously.

Arthur Hodan is now assistant branch manager of the Augusta, Ga., warehouse. He started as a receiving clerk in 1949 and rose to assistant manager of the Atlanta branch. Acting assistant manager in Atlanta now is W. Wright Lee, recently released from active Air Force duty.

Pete Lenti, who joined the company a year ago as a salesman, was promoted to office manager and cost accountant at the Memphis No. 2 warehouse. Tony Deegan has replaced Marion Peek as branch manager at Memphis No. 1. Leon Drewery is now a sales trainee at the same branch.

Marion Peek now is warehouse supervisor. He joined the company in 1938 as an office boy at Savannah. After military duty, he returned in 1942 to rise to assistant manager at Savannah before becoming manager in Memphis.

Salt is thrown on the kiln fires; sodium vapors combine with the white-hot pipe to form a surface of pure glass.

Why a fully salt-glazed clay sewer pipe is easier for Dickey Dealers to sell

The overall *salt glaze* you find on every length of Dickey clay pipe is an important sales point for you. This type of glaze is not a coating, but a change in the chemical nature of the pipe surface itself. A hard-wearing surface of heavy glass is created—brighter, smoother, and self-scouring. Dirt is not trapped on this slick surface. The all over glaze is visual proof, too, of exceptionally hard-burned pipe. It's another advantage of selling *Dickey!*

If it's made of clay it's good...if it's made by Dickey it's better

Dickey Sanitary Salt-Glazed Clay Pipe
ALWAYS IN DEMAND

W. S. DICKEY CLAY MFG. CO.

Birmingham, Ala., Chattanooga, Tenn., Kansas City, Mo., San Antonio, Tex., Texarkana, Tex-Ark.

Ready-Hung Door Units Now Made in Alabama

National Woodworks, Inc., of Birmingham, Ala., is the first manufacturer in the Southeast to produce Ready-Hung doors — the new door and frame packaged units that have proven so popular in the Southwest and Midwest since World War II.

The patent licensor of this fast-selling packaged unit is the Ready Hung Door Corp. of Fort Worth.

According to R. W. Block, sales manager for National Woodworks, Inc., his firm will sell the Ready-Hung door units only to established woodwork jobbers in the Southeast. He explained:

"We expect the jobber to add a fair profit and to maintain a strict dealer distribution policy. This is the only means available to our industry to re-establish a fair profit margin on door openings."

Barney Stewart Firm Now "Wholesale Only"

Barney Stewart Lumber, Inc., which formerly included a chain of retail lumber yards, will close its last retail outlet, the Agnew Lumber Co. in Oklahoma City, Okla., by January 1, 1953. The firm sent an announcement to other retail yards in the vicinity, inviting them to purchase part of the stocks.

The new organization, Barney Stewart Wholesale, Inc., will distribute building materials through branches in Oklahoma City, Tulsa, Okla., and Portland Ore., on a strictly wholesale basis.

President Barney Stewart, Jr., announced that "many new ideas in merchandising for dealers will be provided by our expanded and aggressive wholesale organization.

E. D. Cole Heads New SSIRCO Branch in Miami

E. D. COLE, above, is manager of the new Miami, Fla., plant and warehouse of the Southern States Iron Roofing Co., which was formally opened to the trade on October 8. Over 400 persons were present for a buffet meal and look-see at the facilities and products.

Cole formerly was SSIRCO's branch manager at Hattiesburg, Miss. He has been with this distributor of metal products and other building materials for 15 years.

N. R. Cathcart and Larry Stokes are salesmen working out of the Miami branch under Cole's direction.

The Miami building, containing 20,000 square feet of floor space, is of concrete and steel construction. Aluminum flat and coil sheet, rod, bar, angles, and tubing will be stocked in it for south Florida customers.

Southern NPDA to Cover Member Problems

The Southern section of the National Plywood Distributors Association will meet November 19-21 at Ponte Vedra Inn, Ponte Vedra, Fla., for the fall meeting.

The program will include topics suggested by the distributors themselves. Among these are "Business Conditions and Outlook"; "Hardwood Plywood — Should You Carry It?"; "Salesmen's Compensation"; "Meeting New Competition."

Time to Start Your

FALL PROFITS

with NATIONAL GUARD

PACKAGED WEATHERSTRIP SETS

Jack Frost

WEATHERSTRIP

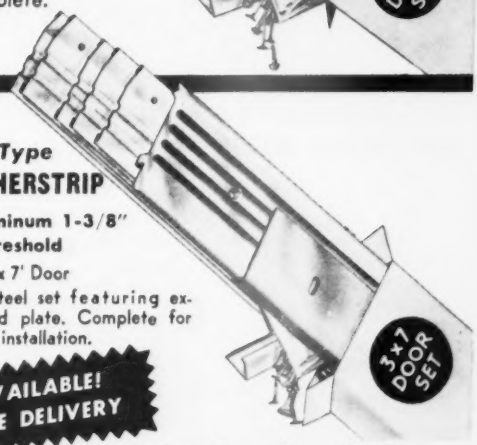
Flexible, rust-proof, white metal and heavy wool felt. Keeps cold out—keeps heat in. For windows or doors! Packaged for fast over-the-counter sales.

Priced for Big Volume

DOOR WEATHERSTRIP SET with Zinc and Felt Door Bottom

No. 336-SS for 3' x 7' Door

Spring stainless steel in compact package for single door . . . complete.



Finest Professional Type

DOOR WEATHERSTRIP SET with Aluminum 1-3/8" Interlocking Threshold

No. 236-SS for 3' x 7' Door

Spring stainless steel set featuring extruded threshold plate. Complete for single door. Easy installation.

NOW AVAILABLE! IMMEDIATE DELIVERY

Contact Your Jobber or Write Direct

Manufactured by NATIONAL GUARD PRODUCTS, INC.

540 Jackson Ave. • P. O. Box 4754 • Memphis, Tenn.

Manufacturers of Metal Mouldings—Weatherstrips
Screen Door Grilles—Window Guards

NATIONAL LOCK

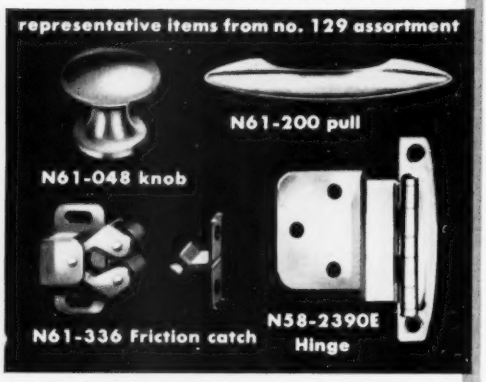
no. 129

cabinet hardware assortment

Smartly Designed

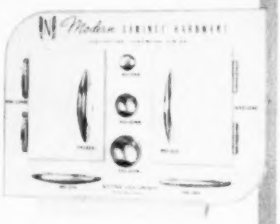
Now available again of Brass Material!

representative items from no. 129 assortment



with handsome, compact display board . . . (only 16½ x 12¾")

A short line that's LONG on sales appeal. Selected from the very finest items in the extensive National Lock line. Steel and Die Cast with attractive Bright Chrome finish. Inexpensive. Easily installed. You can stock this complete yet limited assortment with only a small investment. Handsome display board will clinch many a sale. Immediate delivery. Open stock if you desire.



profit-building NATIONAL TUTCH LATCH

A kitchen convenience with instant sales appeal. Neat, easily applied. Holds cabinet doors firmly. Opens by gentle touch of finger, wrist, elbow, or knee. A National Lock profit maker.

Distinctive Hardware . . . All From 1 Source

NATIONAL LOCK COMPANY

Rockford, Illinois

Merchant Sales Division

ASSOCIATION DIRECTORY

Associations serving Building Supply Dealers in Southern and Southwestern states—and served by SOUTHERN BUILDING SUPPLIES

Alabama Building Material Exchange—519 Stallings Building, Birmingham 3, Ala. Executive Secretary: Mrs. Mary K. Harless. Tel. 7-3195. President: W. Thornton Estes, Birmingham, Ala.

Arkansas Association of Lumber Dealers—727 Pyramid Building, Little Rock, Ark. Secretary: E. DeMatt Henderson. Tel. 8283. President: T. Arthur Holt, Marked Tree, Ark.

Carolina Lumber and Building Supply Association—114 Builders Building, Charlotte, N. C. Secretary-Manager: E. M. Garner. Tel. 6-5541. President: W. F. Scarborough, Lumberton, N. C.

Florida Lumber and Millwork Association—2218 Edgewater Drive, Orlando, Fla. Secretary-Treas.: Mrs. Marie M. Bennett. Tel. 2-3761. President: Francis J. Igou, Orlando, Fla.

Kentucky Retail Lumber Dealers Association—Knott Building, Lebanon, Ky. Exec. Vice-President: Donald A Campbell. Tel. 74. President: Elbert Myers, Glasgow, Ky.

Louisiana Building Material Dealers Association—528 Florida Street, Baton Rouge, La. Exec. Vice-President: R. Needham Ball. Tel. 2-4080. President: J. Morton Myatt, Baton Rouge, La.

Building Material Merchants of Georgia—1050 Ponce de Leon Avenue, N. E., Atlanta, Ga. Counselor: Joseph G. Rowell. Tel. Elgin 5329. President: F. E. Adams, Milledgeville, Ga.

Lumbermen's Association of Texas—Second National Bank Building, Houston 2, Tex. Executive Vice-President: Gene Ebersole. Tel. PReston 9157. President: Warren F. Keys, Marshall, Tex.

Middle Atlantic Lumbermen's Association—1528 Walnut Street, Room 1123, Philadelphia 2, Pa. Executive Director: Robert A. Jones. Tel. PEnnypacker 5-5377. President: G. Hunter Bowers, Frederick, Md.

Mississippi Retail Lumber Dealers Association—650 South State Street, Jackson 5, Miss. Secretary-Treasurer: E. B. Lemmons. Tel. 3-2077. President: W. P. Kelly, Winona, Miss.

National Retail Lumber Dealers Association—302 Ring Building, 18th and M Streets, N. W., Washington 6, D. C. Executive Vice-President: H. R. Northup. Tel. NAtional 6757. President: Clyde A. Fulton, Charlotte, Mich.

Oklahoma Lumbermen's Association—815 Leonhardt Building, Oklahoma City, Okla. Industrial Manager: W. M. Morgan. Tel. 7-0338. President: Dale Carter, Tulsa, Okla.

Southern Sash and Door Jobbers Association—209 Sterick Building, Memphis 3, Tenn. Secretary-Treasurer: C. Barney Gallagher, Jr. Tel. 8-4588. President: W. Horace Woods, Houston.

Southern Wholesale Lumber Association—McMillan Bank Building, Livingston, Ala. Secretary-Manager: Robert F. Darrah. Tel. 3051. President: John A. Thames, Birmingham, Ala.

Southwestern Lumbermen's Association—512 R. A. Long Building, Kansas City 6, Mo. Secretary-Manager: Allan T. Flint. Tel. Victor 2265-6. President: Henry H. Jones, Little Rock, Ark.

Tennessee Building Material Association—711 Broadway, N. E., Knoxville 17, Tenn. Secretary-Manager: R. O. Brownlee. Tel. 2-0185. President: Fleming Smith, Nashville, Tenn.

Virginia Building Material Dealers Association—3305 Monument Avenue, Richmond 21, Va. Secretary-Manager: Harris Mitchell. Tel. 6-1749. President: Maurice R. Large, Farmville.

West Virginia Lumber and Builders Supply Dealers Association—P. O. Box 1589, Fairmont, W. Va. State Secretary: Sam H. Diemer. Tel. 364. President: C. L. Lantz, St. Albans, W. Va.

New Supporters for Carolina Association

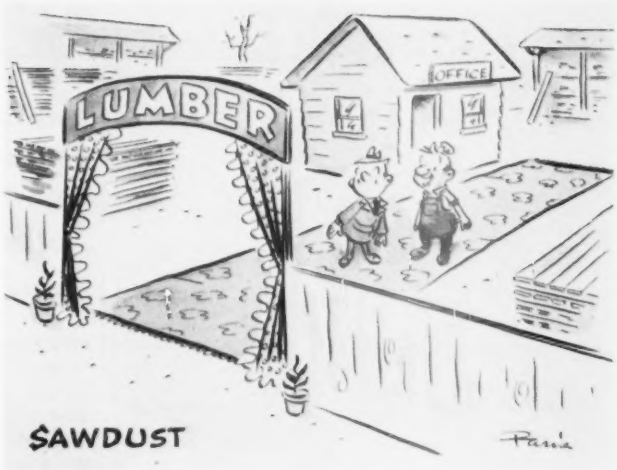
The Carolina Lumber and Building Supply Association has 20 new members, who decided to take advantage of its services within the last few months.

From Asheville, N. C., they are Earl Pitmon, Dixie Novelty and Lumber Co.; Lee Rice, Superior Lumber Co.

In Charlotte, N. C.: H. L. Edwards, Edwards Lumber Co.; F. L. Whisnant, Ervin Building Supply Co.; H. W. McMillan, Johnson-McMillan Lumber Co.

Other North Carolina members are J. J. Cook, Broadway Builders Supply Co., Black Mountain; J. A. Nicholson, Capitol City Lumber Co., Raleigh; Edwin C. Ford, O. E. Ford Co., Shelby; O. W. Godwin, Jr., Godwin Building Supply Co., Dunn; A. H. Rucker, Henson Timber Products Co., Forest City; Frank C. Little, H. W. Little and Co., Wadesboro; Guy V. Roberts, Powell Lumber Co., Canton; Z. Griff Smith, Z. Griff Smith Lumber Co., Reidsville; William F. Marshall, Stokes Lumber Co., Walnut Cove.

New South Carolina members are O. F. Jackson, Carolina Wood Works, Rock Hill; Roy Dobson, Dobson and McClimon, Inc., Greer; J. M. Foster, J. M. Foster Lumber Co., York; R. E. Cardwell, Greenwood Building Materials, Inc., Greenwood; J. T. Hulsey, Home Builders Supply Co., Columbia; and James S. Simpson, Oeland-Simpson Lumber Co., Greenville.

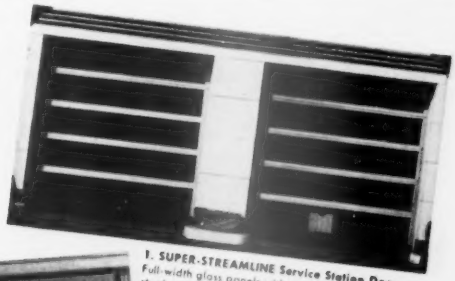


"Oh, yes, it's intentional. We're trying to attract more women customers!"

Meet these New Members of the How-ell-dor Family!

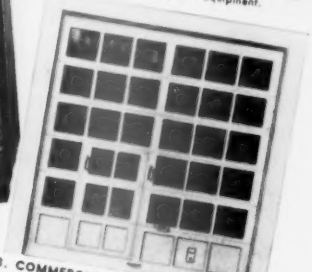
HOW-ELL-DOR Sectional Upsweep Garage Doors are distributed exclusively through dealers, and are available in 38 stock sizes for residential, commercial and service station installation. Custom-built doors of unusual design or size are a specialty.

The universally known HOW-ELL-DOR Electric Operators for residential, commercial and industrial garage doors may be obtained with remote or at-door control stations. Available for all sizes and makes of doors.



1. SUPER-STREAMLINE Service Station Door
Full-width glass panels with two inserted plastic mulls, steel reinforced, for maximum daylight and lasting service. With standard or high-lift equipment.

2. THE "PICTURE" Residential Door
New sturdy quality door in the modern design; two panels wide—five sections high with second section open for glass. Stock sizes 8' wide x 7' high and 9' wide x 7' wide, 1⅜" thick.

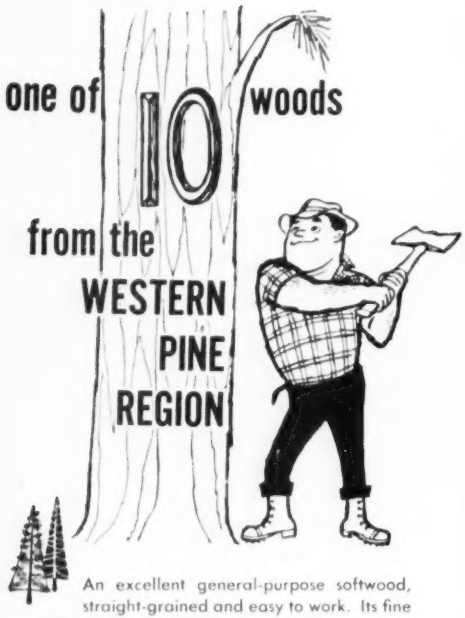


3. COMMERCIAL DOOR with new Pass Door
An inexpensive quality-engineered door. Many stock sizes: 8' to 16' wide and 7' to 12' high, 1⅜" or 1¾" thick. Completely equipped with accessories.

Write for FREE Catalogs

THE HOWELL MANUFACTURING CO., 7206 HASBROOK AVENUE, PHILA. 11, PENNA.

LODGEPOLE PINE



An excellent general-purpose softwood, straight-grained and easy to work. Its fine nailing properties, ability to take and to hold paint, and small, non-bleeding knots make it ideal for top-quality siding, paneling, and all architectural woodwork.

This is but one of ten fine softwoods from member mills of the Western Pine Association. All are manufactured, seasoned and graded to exacting Association standards. Lumber dealers, builders, architects and wood users have found them dependable and best for many construction uses.

THESE ARE THE WESTERN PINES

IDAHO WHITE PINE
PONDEROSA PINE • SUGAR PINE

THESE ARE THE ASSOCIATED WOODS

LARCH • DOUGLAS FIR
WHITE FIR • ENGELMANN SPRUCE
INCENSE CEDAR • RED CEDAR
LODGEPOLE PINE

THE WESTERN PINE REGION

Write for free illustrated Facts Folder about Lodgepole Pine. Address: Western Pine Association, Yeon Building, Portland 4, Oregon.

One Man's Opinion

Each Distribution Factor Should Decide and Adopt Own Functions

By JOHN W. ROURK

Timber Products Co., Orlando, Fla.

SINCE READING the editorial "Balance Sheet" in the August issue of S'B'S, I have been searching for an analogy to what Mr. Smith suggests regarding the line or chain of distribution of building materials. It would seem that he advocates a right-handed carpenter doing away with his left hand because it doesn't use a hammer. Or just as reasonable to suppose he would install electric outlets and omit the wiring because it isn't seen. Bosh! We know he does nothing of the kind.

Mr. Smith does point out that something could be wrong with the distribution system, and with that we agree. Let's dig into the matter in bald terms, and without animosity towards anyone, and see what we find.

The first premise is that the construction industry is made of several parts, and each is just as necessary as the other to make a whole — the raw material producer, the manufacturer, the wholesaler, the dealer, and the builder. (Space will not permit itemizing the various duties performed by each section, but they can be explored later.)

The builder is the one for whom all the others operate. No dealer could remain in business without supplying builders. A dealer's price is the price to the end-consumer. When a builder complains of paying retail prices, he is only setting up a basis for a price cut for which he in turn gives absolutely nothing.

Actually, the builder is human and as his material purchases amount to approximately 35 to 40 percent of his gross, he begins to think of the dealer's profit as being charged to him without due services rendered. He does not give one thought to the work performed for him by the dealer in gathering together, in one place, the many things he requires in lots from one up. Nor is he aware of the expenses the dealer incurs by being ready, able, and willing to put these things where and when the builder requires them.

The dealer, in his turn, is just as human as the builder and pretty soon he begins to look with covetous eyes at his wholesaler's profit. Usually no consideration is given to the wholesaler being able to give prompt and on-hand

service, and at a price as low as, if not lower than, that at which the dealer could buy the same quantity direct from the manufacturer.

Also, when a dealer attempts to run around a wholesaler, he slurs over the service which should be rendered the manufacturer, for his sole object is only to gain a price advantage over his competition.

The wholesaler, in his turn, is just as human as the dealer and the builder. At times he can not understand why a dealer should make a profit on items that only the wholesaler stocks and delivers in the exact quantities which the builder buys.

Here, too, we are sometimes bothered with the unethical operator whose definition of a dealer is anyone with the money to pay for the merchandise. In reality the wholesaler is an employee of the manufacturer — paid by a commission or by a mark-up for such services as warehousing, credit promotion, and others.

None of these distribution functions can exist without the other. This has been proved by many unsuccessful attempts to eliminate one or the other over a period of generations.

A review should be made by each party to determine just what this function, or aim, or task is to be, and in which ways he can improve his services to the industry of which he is only one part. There have been exceptions where a person has been able to perform more than one of these separate functions.

But over-all, no one can perform all of the functions.

None of us is so good that we can not spend our time improving our own phase without encroaching on other distribution factors. We should seek ways in which we all can work harmoniously together to build an even greater and more serviceable industry for mankind.

WHAT DO YOU THINK? This inclusive comment on the importance and fair-play of distribution factors is the third in a new S*B*S "open forum". Welcome to speak up similarly is any dealer, jobber, or manufacturer who has something significant to say — on any industry subject. All contributions must be typed, double space, and not exceed two pages. Each must be signed but may be published without by-line, depending upon subject matter and position of writer.

another **HOMASOTE FIRST**
—designed to reduce the cost of building

BOOKCASE DESK MUSIC UNIT

For every room in the house

THERE ARE HANDSOME, SPACE-SAVING

NOVA PRECISION-BUILT **WALL UNITS**

DRESSER VANITY WARDROBE LINEN CABINET

Nova Wall Units may be combined as desired. Or—each can be used individually, as a finished piece of furniture. In addition to the units pictured above, there are spacious bath cabinets, storage wall units, hospital wardrobes. With 2'2" maximum depth, they save space over conventional storage furniture. Used in new construction, they can save as much as 5' in total house length.

Nova Wall Units can replace walls—with units back to back or alternately serving different rooms. Inner walls and backs are insulating, sound-deadening and mildew-proof. Fronts are of finest plywood or lumber—from birch and gum to imported mahogany. These units are supplied unfinished—or with prime coat, paint, stain or furniture finish.

Free planning service. We offer 48-hour service to any architect—or builder—providing detailed specifications for any given area in either new construction or modernization.

Let us send you fully illustrated and detailed literature

NOVA SALES Co. TRENTON 3, N. J.

A wholly owned subsidiary of Homasote Company—manufacturers of the oldest and strongest insulating-building board; wood-textured and striated panels.

SEE OUR CATALOG IN SWEET'S

NOVA SALES CO., Dept. 888
Trenton 3, N. J.

Send details on NOVA WALL UNITS

Name.....

Address.....

City..... State.....

My lumber dealer is.....

Versatile Resins Make Paint Economies Possible

The American Cyanamid Co. has developed and is now producing two new alkyd resins which make possible the formulation of a complete line of paint finishes by independent manufacturers of paints, ranging from flat wall paints to gloss enamels.

This chemical manufacturer announced that paints containing the new resin, Rezyl 406-22, can be used to produce easy brushing, non-penetrating flat finishes.

Enamels composed of the companion resin, Rezyl 874-22, can be employed to create quality surfaces with high gloss, American Cyanamid claims.

Blends of the two odorless resins also make it possible for paint manufacturers to produce a wide variety of intermediate finishes, including egg shell and semi-gloss enamels, thus allowing economy and quality control advantages.

Eliminate "guesstimates" on your Marlite jobs — give your customers a preliminary price quickly and easily with the new Marlite E-Z Quote Plan. There's no complicated figuring; it's so easy to use, every salesman can give fast, accurate estimates.

This new plan makes it possible to figure estimates at a glance these two ways: (1) your estimated selling price of the Marlite prefinished wallpanels, Marsh Mouldings and Adhesive required for the job. (2) your estimated selling price for all materials *plus* average installation costs.

Use this new E-Z Quote Plan to close more Marlite sales. Offer free estimates in your local advertising . . . feature this business-building service every chance you get. Extensive Marlite advertising in leading national consumer magazines is tapping the greatest remodeling market in history. Get your share of these sales. Ask your Marlite Representative for information on the E-Z Quote Plan and the colorful, new sales literature shown below. MARSH WALL PRODUCTS, INC., Dept. 1197 Dover, Ohio. Subsidiary of Masonite Corporation.

NEW!
Sales-Clinching Folders . . .

Marlite Color Folder
Describes complete Marlite line including new Hi-Gloss and Woodpanel. Colors, patterns, installation photographs in full color.

Marlite Woodpanel Stuffer
Full color illustrations feature new Marlite Woodpanels plus various room treatments. Designed as an envelope stuffer to be sent to residential and commercial building and remodeling prospects.

Marlite®
PLASTIC-FINISHED
WALL and CEILING PANELS

Heat Blenders Made from Glass Fibers

Flexible glass-fiber material has proved not only a suitable substitute for steel in making blending chambers for high-velocity forced warm-air heating systems, but also offers extra advantages over steel, according to the Coleman Co., Wichita, Kan.

This material was first used to help alleviate the steel shortage. But glass-fiber blenders also provide sound absorption, are self-insulating, and do not rust.

Made of either glass fiber or steel, the blender is a narrow box-like tube less than four inches deep, about six feet long, and narrow enough to fit between two 16-inch-on-center wall studs. Metal headers near the top and bottom provide support for intake and outlet grilles and permit the blender to be fastened securely to the framing members of the wall.

In installing a glass-fiber blender, the worker cuts a round hole in the floor, centered between studs. Through this hole he connects the blender to the feeder pipe. Then he attaches the lower grille to one end of the glass-fiber blender, and upper grille to the other. The blender is raised into place between studs.

Nails driven through metal flanges into the wood studding hold the blender in place between studs. Then the blender needs only connection with the heating unit to be ready for operation.

Taking the place of the conventional register, it mixes air that comes from the furnace at high temperature with room air to provide constant circulation and even temperatures. The same principle applies to summer cooling when a cooling unit is added to the Blend-Air system.

This simple installation not only saves time on new construction, but makes it possible to modernize the heating system of an old structure without costly alterations.

PROMOTES CEMENT COLOR

Tamms Industries, Inc., 228 North La Salle Street, Chicago 1, Ill., offers new point-of-sale displays, folders, and color cards to help dealers sell more Agraseal.

The printing tells how one coat of water-repellent Agraseal both colors and protects cinder blocks, concrete, and other aggregate surfaces. Color cards show seven colors and white.

This Attic Stair Has Two Purposes!

IN THE MODERN, though compact salesroom of the Atlanta Lumber Company at 319 Walker Street, S. W., in the Georgia capital, this folding stairway serves two purposes. These are for display — and for access.

Arthur Schoenberg, at left, explains the merits of a folding stairway to a contractor-customer.

The stairway also provides access to the attic storage space, where the Atlanta Lumber Company keeps its office records and stores insulation.

Street Slated to Head Nation's Contractors

At a board meeting attended by over 400 members at White Sulphur Springs, W. Va., recently, directors of the Associated General Contractors of America nominated C. P. Street for president and John MacLeod for vice-president.

Election will be by letter ballot. Installation of new officers will end the AGC annual convention in Miami, Fla., in March, 1953.

Street currently is vice-president. He has been a member of the McDevitt and Street Co. of Charlotte, N. C., since he was graduated from Vanderbilt University in 1922. His firm has built schools, hospitals, public buildings, and industrial plants throughout the Southeast.

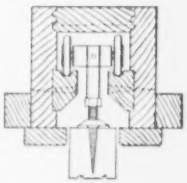
MacLeod, born in Scotland, has been president of the Macco Corp., in Paramount, Calif. His firm is noted for building air bases, supply depots for armed forces, dams, amphibious force installations, and industrial facilities.

Feature *Ideal* SLIDING DOORS for Fast, Profitable Sales

Do your customers a favor by selling them IDEAL Sliding Doors. They save valuable floor space and permit complete freedom of furniture arrangement —without fear of damage from swinging doors. They are made of fine, selected wood and are priced right for fast sales.

Track Assembly Assures Smooth, Easy Operation

Patented roller and track assembly is designed to assure trouble-free, smooth, easy operation. Roller hardware has self-lubricating bronze bearings so that doors open and close, quietly, smoothly.



IDEAL REG. U.S. PAT. OFF.

ASK YOUR JOBBER ABOUT IDEAL SLIDING DOOR UNITS

Manufactured by **IDEAL COMPANY, Waco, Texas**

OPEN THIS DOOR TO MORE BUSINESS

By selling on easy monthly payments, you open the door to the world's largest retail market — the instalment buyer. You immediately compete on the EASY SELLING LEVEL with every business in your area. You can quote your material and services at no down payment and give 36 months to pay. You receive your cash from ABC immediately; your working capital will always be available for new opportunities.

Ask about the simplified, streamlined, NEW ABC PLAN.

Your best sales tool — the ABC Time Sales Program. Ask us today.

ALLIED BUILDING CREDITS INC.

Specialists in Property Improvement and Modernization Sales Financing

BRANCH OFFICES: BALTIMORE, BIRMINGHAM, BOSTON, BUFFALO, CHARLOTTE, CHICAGO, CINCINNATI, CLEVELAND, COLUMBUS, DALLAS, DAVENPORT, DENVER, DES MOINES, DETROIT, HOUSTON, INDIANAPOLIS, KANSAS CITY, LOS ANGELES, MIAMI, MILWAUKEE, MINNEAPOLIS, NEW ORLEANS, OKLAHOMA CITY, OMAHA, PHILADELPHIA, PHOENIX, PITTSBURGH, PORTLAND, ST. LOUIS, SALT LAKE CITY, SAN FRANCISCO, SEATTLE, SOUTH BEND, TAMPA, TOLEDO

GENERAL OFFICE: BOX 3426 TERMINAL ANNEX, LOS ANGELES 54, CALIFORNIA

NEWS about MANUFACTURERS

GAGE, N. M.: J. W. Denney, president of the El Paso Perlite Co., recently announced that his firm has started shipments from its new plant here. The Gage plant is capable of grinding up to 90 tons of ore daily. Other plants to serve surrounding territories will be started soon.

LOUISVILLE, KY.: The General Electric Co. has established a specialty refrigeration products department in its major appliance division to better serve its home food freezer and room air-conditioner customers. Clarence H. Linder, general manager of the division, said that this department plans to market a dehumidifier.

NEW YORK, N. Y.: The Johns-Manville Corp. has joined several South American corporations to form a new company to explore asbestos deposits in Antioquia, Colombia. The firm is known as Asbestos Colombianos, S. A.

LAUREL, MISS.: Charles H. Westphalen, general manager of the Masonite plant here, is the new president of the Mississippi Manufacturers Association.

PORT NECHES, TEX.: The Texas Company introduced its asphalt plant here to the public last month in connection with Oil Progress Week. C. M. Harless, assistant plant manager, conducted guided tours.

SILSBEE, TEX.: Directors of the Kirby Lumber Corp. recently voted to build a $10,000,000 consolidated lumber mill here, one of the largest in the South. It will produce only pine lumber and have a daily capacity of 325,000 board feet. Kirby mills at Voth, Silsbee, Bessmay, and Honey Island, will be discontinued when the new mill is completed.

RALEIGH, N. C.: The Atlantic Concrete Co. has a new batching plant here. Managed by J. L. Lewis, it serves both contractors and homeowners.

AMITE, LA.: The Kembra Lumber Co. has received a charter of incorporation. Capital stock was listed at $100,000.

DALLAS, TEX.: The Cambridge Tile Manufacturing Co. has leased a building here for use as a branch warehouse. The firm maintained a sales office previously.

BATTLE CREEK, MICH.: The Clark Equipment Co. has announced three Southern dealers authorized to handle and service its material-handling equipment. They are Dempster Brothers, Inc., Knoxville, Tenn.; Equip. Co., Inc., Miami, Fla., and Industrial Truck and Caster Co., Inc., New Orleans, La.

DANT, ORE.: The Kaiser Gypsum Co., a part of the Henry J. Kaiser organization of Oakland, Calif., recently acquired the Dantore perlite quarry and plant from Dant and Russell here. The new facilities will be used to make mineral acoustical tile, lightweight plaster aggregate, and trowel coat fines. The Kaiser firm has been elected to membership in the Acoustical Materials Association.

CHARLESTON, S. C.: The Van Smith Building Material Co. has announced plans to build a new central concrete mixing plant. It will cost about $100,000 and is designed so that all parts are operated by push buttons from a scale house.

HOT SPRINGS, ARK.: Construction has started on a new glass plant on Lake Catherine near here for Westinghouse's lamp division. More than 100 representatives of government, business, civic, and social groups attended a breakfast in honor of its beginning.

LOUISVILLE, KY.: F. W. Carter, president of the Peerless Manufacturing Corp., recently announced his company's purchase of a two-story building to be used for additional manufacturing and local storage facilities. The move will help meet increased demand for Peerless gas-fired heating equipment and fireplace fixtures.

DETROIT, MICH.: The Detroit Lubricator Co. has changed its name to Detroit Controls Corp., effective Oct. 1. This subsidiary of American Radiator and Standard Sanitary Corp. has been making automatic equipment for 75 years.

WINCHESTER, ORE.: The Evans Products Co. has acquired a new $1,500,000 plywood plant here, from the Mar-Linn Timber Corp. H. B. Garrison, vice-president of Evans' western division, heads the plant.

ATLANTA, GA.: C. B. Jennings, Jr., has been appointed representative of the Hough Shade Corp.'s Ra-Tox folding doors in this area. He covers Florida, Georgia, and the Carolinas.

HOUSTON, TEX.: Officials of the Uvalde Rock Asphalt Co. of San Antonio and the Dixie Specialty Co. of Houston met recently to launch the Houston sales and advertising program for the new Vina-Lux flooring tile.

FORDYCE, ARK.: Edwin W. Bird, Dewey J. Barnes, and Thomas J. Pride recently organized the South Arkansas Lumber Co., Inc., to manufacture lumber for this region. Bird resigned his position as general manager of the Fordyce Lumber Co., and Barnes and Pride both have had extensive sawmill experience.

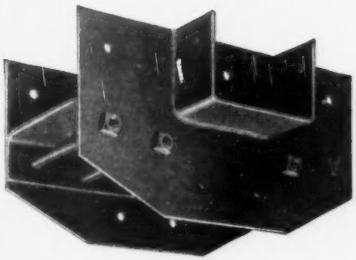
ATLANTA, GA.: Michael F. Wiedl, Jr., has joined the advertising staff of the Atlantic Steel Co. He has had extensive experience in the metal-working field. He is secretary of the Georgia chapter of the American Society for Metals.

ST. LOUIS, MO.: The Monsanto Chemical Co. plans to build a new

ORDER FROM STOCK!

Low Cost TIMBER FITTINGS

for Industrial and Commercial Buildings



JOIST HANGERS—Fit closely on *all sides!* Also adapted for stair well, chimney, light shaft and similar framing. Made of best open hearth steel. Single or double styles for every size timber.

POST BASES — Made of steel plates and angles, welded to make a tight fit on all standard timber sizes. Greater load bearing capacity than other types of bases.

DUPLEX STEEL POST CAPS made of heavy, open-hearth steel plate and finished complete, ready to frame any arrangement of timbers coming into a post. Accurately sized in an efficient design that forms a complete cap around the post. Stronger, more convenient than other types of post caps. APPROVED BY UNDERWRITERS' LABORATORIES.

WRITE NOW for BOOKLET 27-B

The Duplex Hanger Co.

1289 East 53rd St. • Cleveland 14, Ohio

ORDER NOW!

IMMEDIATE SHIPMENT

Peerless FIREPLACE DAMPERS

CAST IRON

Built right—priced right.
All sizes 24" to 68". Rotary poker or chain control. Crated to assure safe shipment, storage and ultimate delivery to your customer.

ALL STEEL

The nation's best Steel Damper—best design—most rigid construction sizes 30-42" . . . low cost. All dampers finished in red oxide.

Write for free catalog also containing details on "How to plan a successful fire place."

Smart dealers are selling distinctive Peerless Fireplace Fixtures . . . add them to your display . . . boost sales and profits. Write for complete catalog and prices today.

PEERLESS MANUFACTURING CORP, LOUISVILLE 10, KY.

BIG 6-FLUID OZ. TUBE

that YOU Can Sell for Only 79c

Every six tubes are packed in attractive counter display carton.

TRY THIS BIG PROFIT MAKER

KWIK-SEAL — the satin-white bath tub and tile sealer everybody likes. A patching compound of many home and commercial uses. Better quality. Lower price. A counter item that sells on sight! If your jobber can't supply you, write us.

YOU SHOULD ALSO HANDLE

ARMSTRONG'S GLAZING COMPOUNDS
ARMSTRONG'S CAULKING COMPOUNDS

THE ARMSTRONG COMPANY

DETROIT 17 CHICAGO 9 DALLAS 1
RICHMOND, CAL. CHARLOTTE, N.C.

EST. 1911
HIGHEST QUALITY

SAVE yourself STEPS

STEP-UP your SALES

Stanley CARDED Hardware

You don't have to run around counting screws and gathering small hardware when you have this Stanley Carded Hardware in stock. Each of the 55 popular items Stanley has carded is a *complete* sales unit . . . identifies itself . . . has screws attached . . . saves salesman's time, boosts your volume. Order from your wholesaler . . . display it prominently . . . let it sell itself!

The most famous doors in the world swing on Stanley Hinges

The Stanley Works, New Britain, Conn.

STANLEY

Reg. U.S. Pat. Off.

HARDWARE • TOOLS • ELECTRIC TOOLS
STEEL STRAPPING • STEEL

headquarters office building in St. Louis county. It will be completed in two years and will contain 350,000 square feet.

CHARLOTTE, N. C.: To handle the increasing demand for air-conditioning in the Carolinas, the Carrier Corp. is expanding its office facilities. A new office at 2610 South Boulevard will house sales offices, now at a different address, and a pipe fabricating shop, until recently at Anderson, S. C.

MUSKEGON, MICH.: The Clarke Sanding Machine Co. has bought the service parts inventory of the Hilger Co., St. Cloud, Minn. The Hilco line of floor sanders, edgers, and polishers has been discontinued, but all Clarke branches will carry a small stock of normal replacement parts for Hilco products.

INTERNATIONAL FALLS, MINN.: The Minnesota and Ontario Paper Co. has installed economizers on its three paper machines here. They will result in more uniform and improved paper products and effect substantial steam savings for the company.

KANSAS CITY, KAN.: Robert F. Pollars has joined the Mullins Manufacturing Corp. as Youngstown Kitchens builder representative. His territory includes Kansas and Oklahoma, as well as parts of Arkansas and Missouri.

Magazine for Dealers

The Masonite Corp. has started a new magazine for its thousands of dealers and their hundreds of wholesalers who sell the corporation's hardboards. Called *Masonitems*, it will come out bi-monthly.

Printed in two colors, the first issue carries six pages of merchandising news and suggestions for more sales.

The editor is Clarence Sutton, who works under the direction of Bradley P. Williams, the sales promotion manager.

Form Sales Organization

The Rittenhouse Co., Inc., Honeoye Falls, N. Y., makers of electric door chimes and transformers, and Pryne and Co., Inc., Pomona, Calif., manufacturers of Blo-Fan and Aerofan electric exhaust ventilators, Pry-Lite lighting fixtures, and Glomaster wall heaters, have combined sales operations.

The new firm is known as the Pryne-Rittenhouse Sales Corporation. Ralph Pryne is president and sales manager and Lloyd Rittenhouse is vice-president.

The new corporation has set up five major sales divisions in the United States and Canada, with head quarters at Pomona.

Segal Company Buys Arrow Lock Rights

The Segal Lock and Hardware Co., Inc., New York City, recently purchased the Arrow Lock Corp., which was formed in 1949 to manufacture a series of key-in-knob locks.

This type lock will round out the line of Segal security locks, door closers, night latches, and builders hardware. The Arrow firm will continue to operate as a separate unit in Brooklyn, but under the supervision of Segal's 96-year-old subsidiary, the Norwalk Lock Co.

Meade Johnson, president of the Segal organization, said that it is now possible "to launch a new line and a new company sales policy at the same time. The Arrow line will be sold, on a protected basis, nationally through wholesalers with territories carefully allocated."

DONALD S. MACINTYRE was recently appointed treasurer and controller of the Georgia-Pacific Plywood Co., Savannah, Ga. For the last seven years, he served as treasurer of the Reliance Manufacturing Co.

Reynolds Steps Up Aluminum Production

The Reynolds Metals Co. has increased the yearly capacity of its Longview, Wash., plant from 60,000,000 to 100,000,000 pounds of pig aluminum.

This is a step in Reynolds' program to cooperate with the govern-

UNIVERSAL
WOOD WINDOW UNITS

•

UNIVERSAL
Panel Window Units

•

UNIVERSAL
Identified Trim

•

UNIVERSAL WINDOW CORP.

CHARLOTTE, N. C. AUSTELL, GA.

MONEY MAKER!

Stock and Sell BESSLER DISAPPEARING STAIRWAYS

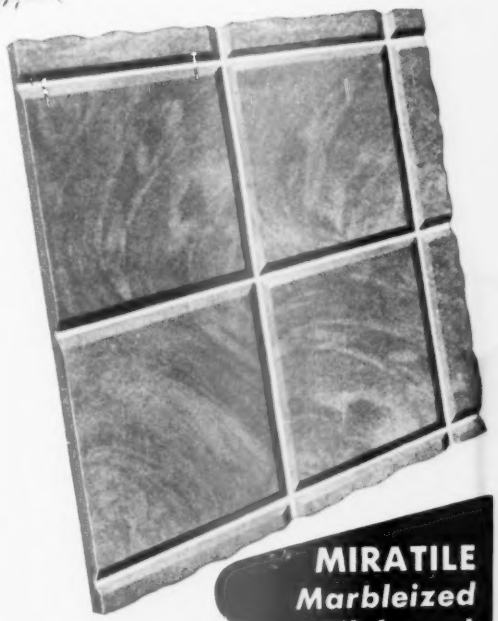
1. The ORIGINAL disappearing stairway—made for over 40 years.
2. A REAL stairway.
3. Seven well-engineered models—for every need.
4. Safety-designed in every detail for protection.
5. Suitable for the finest homes—old and new.
6. Operates from above and below.
7. Full width treads.
8. ALL steps equal height.
9. Treads and stringers are made of Sitka Spruce.
10. Full door width.
11. Full length SAFE hand rail.
12. Accurate architectural design assures easy and SAFE ascending and descending.
13. All metal parts are made of strong, SAFE pressed steel.
14. Repairs always available on quick notice.
15. Doors made of White Pine and Fir in two-panel type; flush doors in hardwood only.
16. Tailor-made for all heights.
17. Hundreds of thousands in constant daily use.
18. Immediate delivery.
19. Meets all building codes.

FREE!
New Catalog!

Illustrates and describes complete line of seven Bessler Disappearing Stairway Models to meet all your needs. This new catalog should be in your files for ready reference—write for your copy now!

Bessler Disappearing Stairway Co., 1900 E. Market St., Akron 5, Ohio

revolutionary different exclusive



MIRATILE Marbleized Tileboard

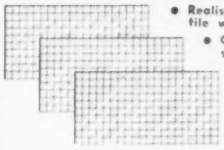
THE GROWING CHOICE OF TODAY'S TILE BUYERS

Here's a tileboard pattern that will make real profits for you . . . the new Miratile Marbleized design. Market surveys show that consumer tastes are changing, that swirling marbleized patterns are meeting ever greater demand.

BRING CUSTOMERS INTO YOUR STORE . . . feature Miratile Marbleized as a traffic builder. It's new and interesting. An ideal material for new construction and remodeling . . . supplied at standard low tileboard prices.

TO HELP YOU SELL . . . free counter or window display, ad mats, color charts and folders supplied with each dealer order. Miratile Marbleized is offered only by Miratile, the complete tileboard line including all standard patterns and moldings.

MIRATILE MARBLEIZED TILEBOARD FEATURES



- Realistic true tile joint . . . with unique Miratile wide-flare score line.
- Colors in Spring Green, Dove Grey, Sunshine Yellow, Coral and Powder Blue.
- Thermalized baked-on plastic finish. Resists dirt, moisture and steam. Easy to clean. Won't fade, crack, or peel.
- Supplied in standard 4'x4', 4'x6', and 4'x8' panel sizes.

Write for Miratile Marbleized Tileboard samples and name of nearest distributor

MIRATILE MANUFACTURING CO., INC.

Tileboard Panel Division

8201 S. Wallace — Chicago 20, Illinois

ATLANTA BRANCH
Walton Building • Atlanta, Georgia • Allan West, Mgr.

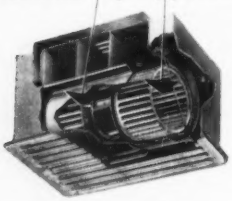
THE *Best* IN KITCHEN VENTILATION

EXCLUSIVE in TRADE-WIND VENTILATORS

CENTRIFUGAL BLOWERS

for discharge under pressure

The outstanding performance of TRADE-WIND Clipper Ventilators is due to their exclusive design, incorporating the use of genuine centrifugal blowers. Unlike blade-type fans, TRADE-WIND blowers move a large volume of air through a duct under pressure. This pressure is necessary to overcome the resistance set up by the walls, elbows and other obstructions in the duct system. You can count on TRADE-WIND for quality performance.



The ONLY ventilator that gives you

- Centrifugal Blowers
- Isolated Motor
- Dripless Grille
- Easier Installation
- Interchangeable Horizontal and Vertical Discharge
- Five-year Guarantee

PRICE OFFERS AN INDUCEMENT BUT QUALITY OFFERS A REASON

TRADE-WIND MOTORFANS, INC.
LOS ANGELES, CALIF.

See Your Nearest Representative
H. C. Biglin Co., Inc., 177 Harris St., N.W., Atlanta 3, Ga.
Arthur S. Jones, 306 Canterbury Hill, San Antonio 2, Texas (Bexar County only)
L. R. Ward Co., 2711 Commerce St., Dallas 1, and 1814 Texas Ave., Houston 3

ment to increase aluminum production. The company already has built a 160,000,000-pound-capacity plant near Corpus Christi, Tex., and has added 50,000,000 pounds capacity to the Jones Mills, Ark., plant.

The firm now is building a new reduction plant near Arkadelphia, Ark., with a capacity of 110,000,000 pounds yearly, and another plant near Corpus Christi with a daily output of 1,000 tons of alumina.

New Atlanta PC Members

The Atlanta chapter of the Producers Council recently added seven new members. They include:

Hill R. Huffman Inc., representing the National Fireproofing Co.; Mosaic Tile Co.; Reynolds Metals Co.

Truscon Laboratories, representing Devoe and Reynolds.

Gilsteel Distributing Co., representing Arcadia Metal Products Co.

Heely-Brown Co., representing R. G. Coffman Co.

Charles E. Cotton, representing Maysteel Products, Inc.

Hamilton Manufacturing Co.

Artic Air Base Has Aluminum Wall Panels

Aluminum panels are used in construction of the new Thule Air Force base in northern Greenland. They were designed to protect structures, only 900 miles from the North Pole, from the severe Arctic weather and to keep in the buildings' heat.

With paneling supplied by the Reynolds Metals Co. the wall construction for these buildings actually comprises an aluminum "sandwich." The wall is made up of an outer sheet of aluminum bonded to plywood and mounted on 2" x 4" framing. To this is attached an inner panel of plywood bonded to another sheet of aluminum which provides the inner panel surface of the wall. Fiberglas insulation is filled in the open space between the two plywood surfaces.

David P. Reynolds, vice-president in charge of sales for Reynolds Metals, revealed that the decision to use aluminum panels was reached early in 1951. Top priority was given to providing the materials.

ALUMINUM FABRICATORS FORM NEW COMPANY

BUCKWALTER HUME CHARLTON

The Quaker State Metals Co. has purchased the manufacturing facilities and business of the New Holland Metals Co., division of New Holland Machine Co., both subsidiaries of the Sperry Corp. of New York.

The new independently-owned corporation will be directed by the same group of executives who operated the old New Holland Metals Co.

R. D. Buckwalter is president of Quaker State Metals. W. G. Hume is vice-president and general manager.

A. H. Charlton is the vice-president in charge of sales.

One of the largest fabricators of aluminum building products in the nation, Quaker State Metals will add other aluminum products to its present line of roofing sheets, industrial roofing, guttering, molding, shapes, and building accessories.

Wholesalers Urged to Watch Credit, Buying

Review inventory, credit and collection procedures, merchandising methods, and personnel, Harry L. Judd, Jr., advised the more than 100 persons who attended the first meeting of the National Building Material Distributors Association since its reorganization last year. The distributors met at the La Salle Hotel in Chicago, Ill., October 13-14.

Judd, who is general credit manager of the United States Gypsum Co., spoke on "Credit and Good Business." He told the wholesalers to "eliminate items you couldn't sell on an extremely competitive market."

He also suggested making certain that salesmen can sell, and not just take orders.

John P. Ashton, Ashton Wholesale Service, Des Moines, Iowa, was re-elected president for 1953. Hal Dooley, Dooley Distributing Co., Saginaw, Mich., is vice-president, and Harold Sparks, Lumberyard Supply Co., St. Louis, Mo., is treasurer.

Directors who will serve one year include Spencer N. Havlick, Wisconsin Wholesalers, Inc., Green Bay, Wis.; W. T. Leofelmacher, Rockford Wholesale Building Materials, Rockford, Ill.; E. E. Hively, Material Supply Co., Springfield, Ill.; Ashton and Sparks.

Serving two-year terms are Art Lundgren, Lundgren Dealers Supply, Tacoma, Wash.; C. D. Williamson, F. I. Products, St. Paul, Minn.; L. P. Klug, Reserve Lumber Co., Cleveland, Ohio; Roger Laird, Allied Service Co., Philadelphia, Pa., and Dooley.

Three-year directors are W. N. Fry, Fischer Lime and Cement Co., Memphis, Tenn.; R. R. Maylone, Saltpoint Supply Corp., Syracuse, N. Y.; W. L. Shea, Building Material Wholesalers, Charlestown, Mass.; M. L. McCreery, Michigan Wholesalers, Jackson, Mich., and Charles Folsom, Bass and Co., Hopkinsville, Ky.

A highlight of the two-day meeting was a building material manufacturers' panel. Those participating were Wade Hildinger, National Gypsum Co., who discussed salesmen cooperation; Earl Hadland, Masonite Corp., sample and literature uses; W. J. Kluessner, United States Gypsum Co., point-of-sales advertising; Clem Land, Jones and Brown, sales to applicators; J. D. Fischer, Wood Conversion Co., training personnel; G. F. Hoppe, Insulite, dealer meetings, and J. V. Jones, Armstrong Cork Co., manufacturer's meetings for distributors.

Other speakers were Robert C. Keck, an attorney who covered the Robinson-Patman Act; J. L. Wood, of Johns-Manville, who discussed the "Financial Ratio Analysis for Wholesalers," and W. F. Hoadley, an economist for Armstrong Cork Co.

S. M. Van Kirk, NBMDA general manager, reviewed results of a questionnaire to show what members want in association services.

L-O-F Glass Buys Corrulux Corp. Assets

The Libbey-Owens-Ford Glass Co. has bought all properties and assets of the Corrulux Corp. in Houston, Tex. The corporation has been dissolved, and the fourth separate division of Libbey-Owens-Ford has been formed as the Corrulux Division.

The new division is directed by Vice-President G. P. MacNichol, Jr. Joseph S. Finger, founder and former Corrulux president, is general manager. G. D. Jefferson, who also helped develop the company, continues as general sales manager of the LOF division.

John D. Biggers, LOF president, explained that this move not only adds another important growth factor to the glass company, but also experienced research personnel and engineering talent.

Committees Promote Brickmason Skill

Now 462 Joint Bricklayer Apprentice Committees throughout the nation are promoting greater skill among brick and tile masons, according to the Structural Clay Products Institute. At least one labor-management group is encouraging such apprenticeships in every state.

The institute also reported recently that some 4,000 young apprentices are entering training each year within the union ranks. About the same number graduate as journeymen brick and tile masons after four years training.

Pre-job bricklayer training schools have been established in Youngstown and Dayton, Ohio; Albany, N. Y.; St. Cloud, Minn.; Louisville, Ky.; Baltimore, Md., and Minot, N. D.

VENTO
STEEL
Casement
WINDOWS

They Give-

Effortless Operation
Gracefully designed, easy-moving Roto or Lever type operators and locking handles, as specified. Extension type hinge for ease in cleaning.

Weathertight Seal
Double contact construction gives snug fit. Positive cam action locking handle insures weathertight seal around perimeter of the ventilator.

Lasting Service
Solid steel sections; all corners electrically welded; cleaned and prime painted. A permanent installation.

Write us for full information, also facts about Vento steel basement, utility and barn windows, Vento steel lintels for cost-saving block construction.

VENTO Steel Products CO., INC.
253 COLORADO AVE. • BUFFALO 15, N. Y.

From **Brevard, N. C.,** Brevard Lumber Co.: "Your magazine is giving us a lot of information."

From **Huntsville, Ala.,** Dilworth Lumber Co.: "Information and location of items advertised in S. B. S. is very helpful."

From **Greenville, Ala.,** A. A. Dillarts, Greenville Lumber and Supply Co.: "Excellent coverage. Keep up the good work."

From **Dickson, Tenn.,** E. W. Stewart and Co.: "We consider this magazine the best of its kind."

From **Savannah, Ga.,** Oertell Collins, Forest City Lumber Co.: "Particularly enjoy your splendid editorials. We look forward to each issue."

From **Athens, Tenn.,** Hammer Supply Co.: "We enjoy reading SOUTHERN BUILDING SUPPLIES because it treats on the South."

From **Knoxville, Tenn.,** R. O. Brownlee, Tennessee Building Material Association: "Yours is an outstanding magazine for retail building material dealers."

From **Bessemer City, N. C.,** R. W. Thornburg, Bessemer City Lumber Co.: "We think you have a very good and instructive magazine. We thank you for sending it to us."

From **Greenville, S. C.,** W. M. Hughes, Stewart-Hughes Lumber Co. "We think you are rendering a real service to the trade."

From **Charleston, S. C.,** Home Builders Supply Co.: "It is very helpful—in so many ways."

From **Clermont, Fla.,** Clermont Builders Supply, Inc.: "We have found this to be the most readable magazine that we get."

From **High Springs, Fla.,** W. B. Phifer Lumber Co.: "We would not like to be without your magazine."

From **New Orleans, La.,** Ben Johnston, Gulf States Plywood Co.: "It is one of the best trade journals we read because it sticks to our region primarily."

From **Southern Pines, N. C.,** W. M. Storey Lumber Co.: "SOUTHERN BUILDING SUPPLIES is a fine magazine—very helpful to us!"

From **Montevallo, Ala.,** Montevallo Lumber Co.: "We enjoy S.B.S. more than any other trade magazine."

From **Greenville, Ky.,** Wice Lumber Co.: "We like your trade magazine better than the three others we receive."

From **Tulsa, Okla.,** Schuman Brothers Lumber Co., Inc.: "S.B.S. is very comprehensive. We enjoy it thoroughly."

From **West Hamlin, W. Va.,** Guyan Lumber Co.: "It is one of the best magazines we receive."

From **Ennis, Tex.,** Wm. Cameron and Co., Inc.: "All of our carpenters and painters read your magazine also and get a lot of good information out of it."

From **Hutto, Texas,** R. B. Spencer and Co.: "It is a very fine magazine. I find that you deal with subjects that are problems of my own."

From **Henderson, Texas,** Hi-Way Lumber Co.: "We get many good and useful ideas from this magazine and look forward to getting it each month."

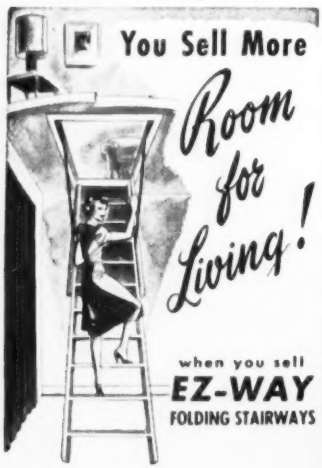
"Exclusively Builder" Club for Miami, Fla.

Builders in the Miami, Fla., area recently formed the Home Builders of Greater Miami, a new organization "exclusively for builders."

The new group grew out of dissatisfaction on the part of builders with the Builders Association of South Florida, which contained 240 members who were general contractors, sub-contractors, material dealers, and other non-builders in the strict sense of the word. Only 40 were considered strictly builders.

Temporary president is Scott Braznell, Jr. Other leaders are James M. Albert, National Association of Home Builders regional vice-president; Charles I. Babcock; W. M. Porter; Emil Gould, and E. J. Pollock.

The new group can not obtain membership in NAHB because the local charter is held by the original unit. It was suggested that members of the new builder group belong to both organizations.



Get your share of the remodeling market! Builders and home owners alike find EZ-WAY Folding Stairways the **practical** way to convert waste space into attractive dens, playrooms, bedrooms and storerooms . . . the perfect answer to **more room for living!** EZ-WAY Folding Stairways come completely assembled, jamb included, panel attached for easy installation.

WRITE FOR NAME OF NEAREST DISTRIBUTOR!

EZ-WAY SALES, Inc.
BOX 180, DEPT. 'A' ST. PAUL PARK, MINNESOTA

SALES POSITION OPEN

Are you interested in making a connection with one of the southeast's leading Manufacturer's Representatives, to sell Building Materials to Wholesale Building Material and Hardware Jobbers?

We are backed by 18 years' experience and represent only reputable leading manufacturers.

In addition to good character, integrity, sales ability, and a desire to progress, you must have experience in lumber and millwork and have general knowledge of building materials.

Territory and income flexible to suit man who qualifies. Our employees know of this advertisement.

Address complete details, references, etc., to Box 32-S-9 SOUTHERN BUILDING SUPPLIES, 806 Peachtree Street, N.E., Atlanta 5, Georgia.

Member S. P. I. B.
SOUTHERN PINE LUMBER
WORD GRAND OAK FLOORING
Member N. H. L. A.
Siding Finish
Ad Dimensions
KD Pine Flooring
YELLOW POPLAR
RED CEDAR CLOSET LINING
W. J. WORD LUMBER CO.
Phone 327 — SCOTTSBORO — ALABAMA

many of the products advertised in this paper might not have been developed!

PUBLIC RELATIONS

(*From page 38*)

advertisement in the *Ohio County Messenger*, local weekly newspaper. It included a column of "Did You Know?" items, "Thoughts for Another Autumn," reminiscences about the use of wood items in colonial days under the heading "Build with wood—wood is warm and friendly to the touch . . . long life." The firm's name and slogan—"You furnish the wife—we furnish the home"—were prominently displayed.

The "Did You Know?" items in this ad included these: " . . . that every hour, enough lumber comes out of America's mills to house 30 army divisions. . . . that one of our friends went to Louisville and paid 1.75 per sheet for Sheetrock and hauled it home. We would have delivered it to his home from our store for $1.68. . . . that the Declaration of Independence required only 1321 words to set up a new concept of freedom. The Office of Price Stabilization used 2500 words to announce a reduction in the price of cabbage seed."

On November 16, 1951, this aggressive Kentucky lumber dealer ran another half-page ad headed "We salute the winners of Annual 4-H Beef Calf Show." It included a photograph of the champion and also one of the runners-up in the Blue Ribbon class.

After this firm had thoughtfully sent the photograph to the owner of the champion calf, the boy wrote from Hartford, Ky.: "I wish to take this means of thanking you for sending me the picture of my calf and I. I also thank the Beaver Dam board of trade for making it possible for the 4-H Calf Show. I certainly appreciate the prize money I won."

On December 21, the Beaver Dam Manufacturing and Supply Company published another touching newspaper advertisement—three-fourth page this time. Illustrated with a large picture of a church under "the Evening Star," the ad was headed "Our Help in Ages Past . . . Our Hope for Years to Come."

The ad's copy reviewed the religious aspirations of the people who founded this nation and their relationship to the spirit of Christmas.

The copy in all these advertisements was compiled, edited, or written by Secretary-Treasurer Morton Williams. The illustrations were gathered from local sources and manufacturers' advertising aids.

"Where's the Heating System?" They Asked

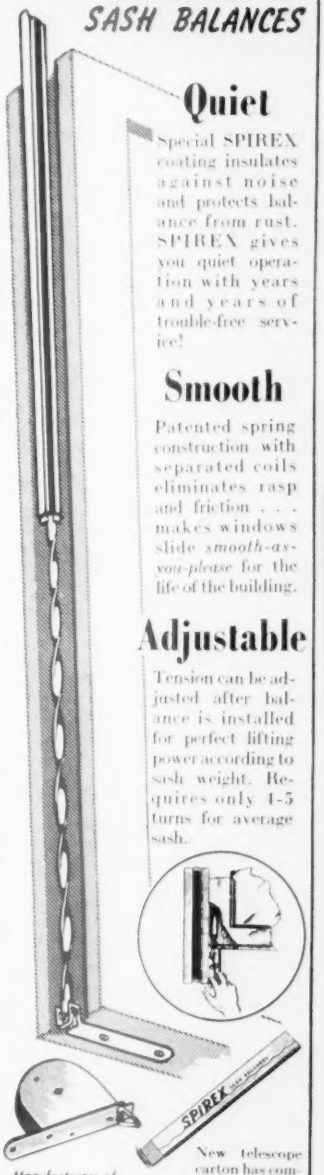
Many visitors to the 500 new Des Plaines Villas houses in that Chicago suburb soon asked, "Where's the heating system?"

The only outward signs of the new heating systems used are narrow vents in the radiant perimeter baseboards of each room—usually unnoticed by the untrained eye. This forced hot-water baseboard heating offers great economy to the home-owner in operating costs.

No radiators or large registers mar the room's decoration. But the chief selling-point is the system's draft-free temperature that is even over the entire area of the room because it maintains warm exterior wall and window surfaces. A person standing anywhere in the room will feel the same amount of heat, University of Illinois heating engineers explain, whereas formerly he would feel a drop in temperature as he moved away from the heat of a conventional register.

The university's experiments with this type of heat proved that the system responds quickly and maintains a constant room air temperature even while outdoor

SPIREX
SASH BALANCES



Quiet

Special SPIREX coating insulates against noise and protects balance from rust. SPIREX gives you quiet operation with years and years of trouble-free service!

Smooth

Patented spring construction with separated coils eliminates rasp and friction . . . makes windows slide *smooth-as-you-please* for the life of the building.

Adjustable

Tension can be adjusted after balance is installed for perfect lifting power according to sash weight. Requires only 4-5 turns for average sash.

Manufacturers of precise clock spring balances since 1888.

New telescope carton has complete unit and accessories for the job.

Marion T. Davis & Company
281 North Ave., N.E., Atlanta, Ga.
Day: Emerson 6474; Night: Exchange 2278

J. Scobey North
Nat'l City Bank Bldg., Dallas 1, Texas
Phones: Prospect 7211, Lakeside 0701

CALDWELL MANUFACTURING CO.
63 Commercial St., Rochester 14, N. Y.

temperatures change rapidly. Tests also showed that curtains hanging at windows over radiant baseboards were found to be spotless after exposure to heat for a year, proving its extra cleanliness.

The equipment for heating the water in the system is housed in a small utility closet. This includes a booster pump that circulates hot water from the boiler through the baseboards, a relief valve, and a compression tank.

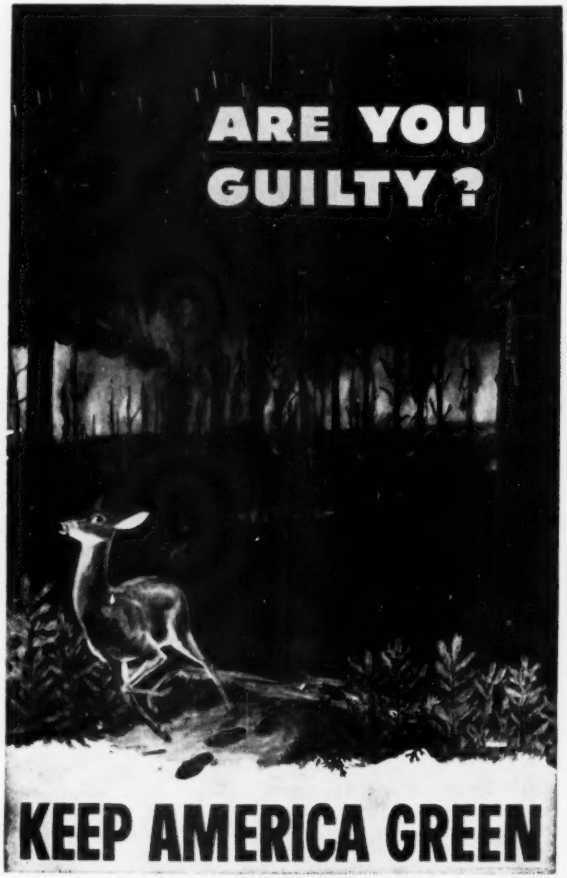
Fuel oil tanks are located in the back yards.

Poster Spreads Appeal for Forest-Fire Prevention

NEWEST display piece in the forest industries educational campaign to prevent woods fires and Keep America Green is this dramatic four-color poster now available in 25 x 40-inch size.

The headline "Are You Guilty?" drives home the point that forest-fire prevention is the personal responsibility of every good American. Copies of the poster now are available to schools and other users for display in public places. Requests should be addressed to American Forest Products Industries, Inc., 1319 Eighteenth Street N. W., Washington 6, D. C.

This non-profit educational organization, representing wood-using industries and private woodland owners, encourages the Keep Green program now underway in 31 states. To further localize the need for forest protection, the poster is available with 43 different state Keep Green imprints from state Keep Green organizations.



TIMBER ENGINEERING CO.: *Dr. Nicholas V. Poletika*, technologist and research analyst, is now assistant director of research at the Lumber and Wood Products Laboratory for this affiliate of the National Lumber Manufacturers Association. He has managed the laboratory since 1949. Dr. Poletika holds the first doctor of forestry degree ever awarded by Yale University and received the first award made by *Wood* magazine.

YOUR CUSTOMERS WANT—

Old Dominion WAX for

HIGH GLOSS • WATER RESISTANCE • LONG WEARING • SAFETY

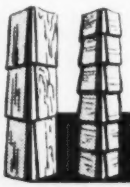
also manufacturers of Penetrating Seal, Gym Seal, Terrazzo Seal, Asphalt Tile Seal.

WRITE FOR DETAILS

PERROW CHEMICAL CO., Hurt, Virginia

USE KOKOMO KORNERS

- for Asbestos Siding
- for Lap or Bevel Siding
- for Wood Shingle Siding



They save application time and money, add to appearance and durability. Kokomo Korners simplify fitting, eliminate split siding, and planing or cutting at corners. Corners for wood bevel siding are aluminum, others are zinc, some available in colors. Holes provided where they are to be nailed. For complete details and free samples write—

BUGHER MANUFACTURING CO.
211 S. Main St. Kokomo, Ind.

FEDERAL CONTROLS

that may affect Your Business

ASBESTOS - CEMENT PRICES. OPS on October 21 issued **Supplementary Regulation 37 to CPR-22** to adjust ceiling prices for manufacturers of asbestos-cement siding and clapboards, roofing shingles, flat sheets, corrugated sheets, and asbestos-cement accessories used in connection with these products. The order grants a 5.5% price increase to the manufacturers.

If any increased cost results to them from this action, retailers and/or wholesalers may use the terms of **SR-29** to recalculate their ceiling prices on these asbestos-cement products.

SERVICE PRICES. Amendment to CPR-34 provides for the posting of an official OPS poster with the ceiling prices for trade services. Building material dealers who offer rental equipment for a charge or fee, and those who make a separate charge for delivery, are subject to the order. OPS now supplies an official OPS CEILING PRICES FOR RETAIL SERVICES poster that must be filled in and posted in the store or office in lieu of a hand-made or typed poster.

WESTERN DOOR PRICES. OPS issued **CPR-175** on October 16 to establish ceiling prices for manufacturers of standard sizes and grades of stock doors and door parts produced west of the Cascade mountains in Oregon and Washington. They're produced mainly of Douglas fir, Western hemlock, Sitka spruce, noble fir, white fir.

HARDBOARDED PLYWOOD. Ceiling prices for manufacturers of Plyron were established by OPS on October 15 through issuance of **CPR-122.** This regulation applies to standard grades and dimensions of Douglas fir plywood faced with hardboard. Ten manufacturers make such material under the trade-name of Plyron.

Collation 4 of the General Ceiling Price Regulation, including Amendments 1 through 36, was published on October 15 by OPS. This puts into one complete pamphlet the whole GCPR as of that date, under which many re-sellers price their merchandise.

$1.00 WAGES. To clarify the application of the 1952 amendment to the Defense Production Act that exempts from controls wages of $1.00 an hour or less, WSB has issued **General Wage Regulation 22.** This regulation makes it plain that any employee, whose average straight-time hourly earnings are less than $1.00 may receive adjustments up to $1.00 without prior WSB approval in the manner specified. No matter how they are paid, all employees whose earnings don't average $1.00 an hour qualify under this order.

GWR-22 also explains the relationship of rate adjustments up to $1.00 to other current wage stabilization regulations. Under it GWR-6 and GWR-8 pay adjustments are exempted, in effect, in figuring further pay boosts to reach the $1.00 level.

Amendment 1 to GSSR-1 makes the $1.00-per-hour-rate ruling applicable also to salaries.

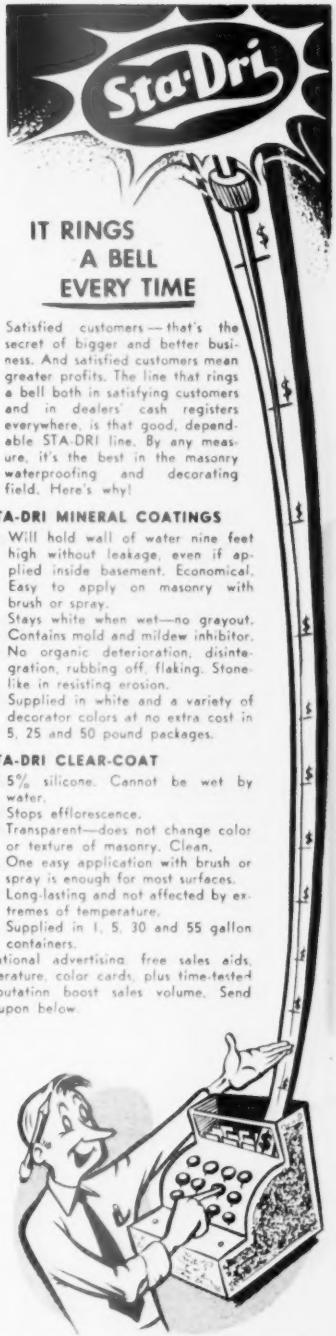
Salary adjustments to maintain relationships where increases have been granted to wage employees by WSB in the same shop are permitted under Section 41 to GSSR-1. **Interpretation 5** has been revised to clarify the application of this regulation.

PAY INFORMATION. The 35 offices of the Wage Stabilization Board now are distributing informational material — including regulations, orders, interpretations, forms and pamphlets — for the Office of Salary Stabilization. But verbal assistance will be given only on questions of jurisdiction.

BASIC MATERIALS. The "List of Basic Materials and Alternates" was revised by the Conservation Division of the DPA on October 31 to show the relative availability of nearly 350 basic materials and to suggest alternates for those considered to be in critical supply.

Due to the rapid comeback of the steel industry, these metal items have been removed from the "most critical" designation: cold-drawn carbon bars, hot-rolled bars and semi-finished steel, plates, and seamless tubing.

Lumber changes in the list were mixed. Upper grades of longleaf pine eased from Group I to II, and lower grades dropped to Group III.



IT RINGS A BELL EVERY TIME

Satisfied customers — that's the secret of bigger and better business. And satisfied customers mean greater profits. The line that rings a bell both in satisfying customers and in dealers' cash registers everywhere, is that good, dependable STA-DRI line. By any measure, it's the best in the masonry waterproofing and decorating field. Here's why!

STA-DRI MINERAL COATINGS

- Will hold wall of water nine feet high without leakage, even if applied inside basement. Economical. Easy to apply on masonry with brush or spray.
- Stays white when wet—no grayout.
- Contains mold and mildew inhibitor.
- No organic deterioration, disintegration, rubbing off, flaking. Stone-like in resisting erosion.
- Supplied in white and a variety of decorator colors at no extra cost in 5, 25 and 50 pound packages.

STA-DRI CLEAR-COAT

- 5% silicone. Cannot be wet by water.
- Stops efflorescence.
- Transparent—does not change color or texture of masonry. Clean.
- One easy application with brush or spray is enough for most surfaces.
- Long-lasting and not affected by extremes of temperature.
- Supplied in 1, 5, 30 and 55 gallon containers.

National advertising, free sales aids, literature, color cards, plus time-tested reputation boost sales volume. Send coupon below.

American STA-DRI Co., Dept. SBS 11
Brentwood, Maryland

☐ Mineral Coatings ☐ Instant Water-Stop
☐ Clear-Coat

BOOKS *to Note*

"Building Practice Manual"

In the simplest possible way, Roy White tells in this new 307-page book how to estimate quantities of building materials of every kind for houses and small commercial structures. Dealers, as well as builders and mechanics, should find it ever helpful in figuring jobs and checking proper construction methods.

This book is divided into two abundantly illustrated sections. The first deals with the mathematics of the building trade, takes up scale drawings, and shows how to measure lumber, use a framing square, and the like.

The second section covers quantity estimating of all kinds of building materials—and shows how they are used. Individual chapters cover window sash and frames, doors and frames, stairways, rafters, areas in building construction, excavating and grading, poured concrete construction, concrete and brick and tile masonry, composite masonry walls, mortar, lumber and composition building materials, lath and plaster and stucco, builders hardware, and platting lots in subdivisions.

Special features of "Building Practice Manual" include an appendix of common building trades tables, handy index, and the first printed discussion of modular coordination for the building mechanic.

Roy White, a graduate of the University of Minnesota, now serves at the St. Paul Vocational School. For 30 years he has taught mathematics, estimating, and other computation required by carpenters and architects.

Published by the D. C. Heath and Co., this book is available from the Reinhold Publishing Corp., 330 W. 42nd Street, New York 18, N. Y., for $4.85.

Accident Prevention

In furtherance of its continuing campaign to minimize accidents on construction jobs, the Associated General Contractors of America, Inc., has recently published the fourth revised edition of its "Manual of Accident Prevention in Construction."

This 257-page, illustrated book is handily divided into 43 sections and indexed for quick reference to safety methods and accident - prevention measures for various operations met in a wide variety of construction projects.

To facilitate the use of the helpful instructions and suggestions in this manual, AGC has further broken its contents down into 14 pocket-sized reprints of the more important and related sections. For example, booklet H combines the sections on form construction and concrete placement, steel erection, masonry, ladders, power saws, and hand tools.

These pocket safety booklets are available for as little as 7.5 cents each in quantities of 100 or more. Approved by the American Standards Association because the recommended practices frequently are made mandatory by specifications of contract awarding agencies, the whole manual costs $3.00 a copy from AGC, Munsey Building, Washington 4, D. C.

FOR SALE

RETAIL LUMBER YARD.
GOOD BUSINESS AREA.
Write

LEE COUNTY LUMBER COMPANY
GIDDINGS, TEXAS

Assistant Manager, for Wholesale and Retail lumber, building supplies, hardware and plumbing business. Young men but with sufficient experience to have basic knowledge of all phases of the business. Hard worker, willing to take hold of the job that needs being done, competent. Excellent opening for the right man who is now blocked from advancement by owner management. Write giving details, salary expected. Address Box 31, Southern Building Supplies, 806 Peachtree St., N.E., Atlanta 5, Georgia.

REMODELING SALES

(*From page 40*)

The customer also can stop in for a cold drink from the Coke machine. He can find a chair to rest and look around if he has to wait for a salesman. The floor displays have been arranged so that much of the store can be seen from any point.

"We use floor islands almost entirely for display because they bring the merchandise close to the customer and help him to sell himself," Etzkorn explained. It is not uncommon for a customer to make himself comfortable while he sips a Coke and waits for a salesman, only to get up to go handle some item that catches his eye.

In most cases he walks out with a hammer, saw blade, or some other item in addition to the supplies he originally came in for.

Wall displays occupy both ends of the building—one for builders hardware and tools; the other for paints and related items.

The paint end of the showroom has three island displays in addition to the attractive wall display, set off with metal block letters that label them "Paints," "Brushes," and "Varnishes."

The ceiling and sidewalls display other products—yellow pine paneling and insulating planks. Wire-brushed, weather-pine paneling in the private offices is glimpsed through glass windows that open into the showroom.

One office is finished with a dark wall and a light asphalt tile floor; the other with a light wall and dark floor. Customers often make their material selections by viewing these offices.

An electric water cooler and modern restroom are additional customer conveniences.

Personnel also benefitted from the remodeling. They now use new furniture and a new intercommunication system that connects with the yard.

Telephones are on jacks, with two front telephones and three outlets. The user can plug one in wherever convenient. The shipping clerk finds the telephone jacks especially useful and time-saving, mostly when he has a lot of material to bill out. He just picks up the telephone and moves about as necessary.

In the front, two billing machines were installed—one for

cash, the other for credit sales. This steps up delivery service considerably.

"Hand tools are the only new item we've added since we opened the new showroom three months ago," Etzkorn pointed out. "Yet, our over-the-counter volume has jumped up 40 per cent, mostly in cash sales.

"The new showroom is paying for itself fast in these extra profits."

EASY TO INSTALL

Home insulation no longer is a job for only expert craftsmen. Any home-owner who can use a hammer can insulate an entire attic within a few hours, thanks to the design of modern blanket insulation. Thick fiber blankets with reflective foil cover are simply expanded, cut to right length, and tacked or stapled between attic rafters and studs. As pictured above, blanket flanges have targets for fastening and assure proper air spaces. The aluminum foil provides vapor-seal and helps insulate for year-around comfort.

N. C. Forestry Council Promotes Understanding

To promote better understanding and to coordinate forestry practices in North Carolina, the state has set up the North Carolina Forestry Council.

R. J. Preston, of the school of forestry of North Carolina State College, is chairman of the council.

Other members are F. H. Claridge, state forester; Roger Wolcott, International Paper Co.; Clarence Korstian, Duke University school of forestry; Elwood Demmon, Northeastern Forest Experiment Station; Tom Harris, Halifax Paper Co.; Don Morriss, Pisgah-Croitan National Forests; W. Maughan, Cary Lumber Co., Durham; John Gray, N. C. State College extension forester, and Richard Wood, consulting forester.

Rats' Yen for Yen Hurts Jap Lumberman

Kintaro Murakami, a lumber dealer in Nagoya, Japan, didn't like banks. So he hid yen worth $150 behind a picture frame.

One day he discovered it was gone. He called the police. They found his money, but it was in the ceiling. Rats had torn it into bits to make a nest.

SELL PLYWOOD

(*From page 43*)

Natural plywood of ripped oak covers the sales manager's office walls. The floor covering is a deep green, draperies have a brightly-colored pattern, and furniture is of blond walnut.

Plywood on accounting office walls is a deep maroon red, accented by gray carpeting and walnut furniture. An adjoining office has gray plywood walls.

The ladies' lounge has deep rose walls.

The 18-foot-high ceiling in the sales and display rooms are covered with gray striated fir plywood. Walls are natural ripped oak plywood.

To the surprise of many customers, the company personnel shows them how plywood walls are cheaper in the long run than plaster. "Plywood means only studding and panels," added Miss Kreps. "We find that the simple methods of putting it up appeals to home-owners, too, since many of them like to do their own work."

Although the Hagerstown Lumber Company promotes its custom millwork and other building materials by newspaper advertising and radio spot announcements, its chief promotion of plywood is through personal contacts made by outside salesmen.

The psychological effect on the customer of such well-planned interiors is the important factor in the great increase of plywood sales at this Hagerstown firm.

It pays to push PRESTILE

There's a big profit in tileboard! And for new or old homes Prestile is your best bet! It's easy to sell because your customers know the Prestile name. They see Prestile advertised in their favorite magazines . . . know it is a colorful, smart wall paneling that costs less to install . . . keeps its bright beauty for years and years. And remember, Prestile supplies you with many important merchandising aids. Yes, in every way Prestile means more profits for you.

PRESTILE
"Its Lasting Beauty is Baked In"

Free

Clip this handy memo to your letterhead and mail today!

Prestile Mfg. Co., 5850 Ogden Avenue Chicago 50

Please send me free samples and Dealer's Merchandising Kit—"How to Make More Profits from Tileboard." S

Your Name

ADVERTISERS'

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You can check the Value of a

Reed

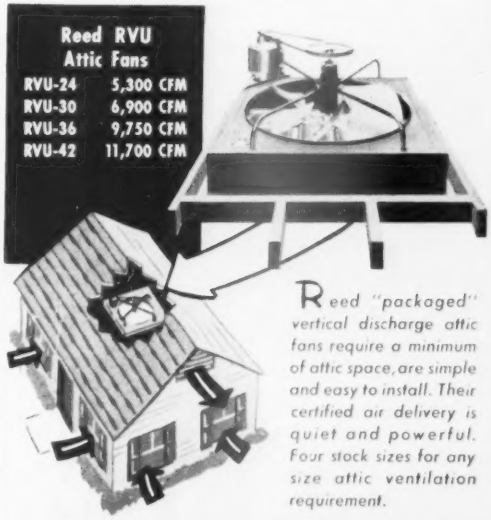
Attic Fan Installation

RESIDENCES FOR SALE
628 Glendale Road, White Oaks
This five-room bungalow recently repainted. Solid cypress construction. Screened porch, plastered walls, double [illegible] floor furnace, Reed attic fan.

Reed attic fans not only have original purchaser preference, but enhancement value as well. A check of the classified ads shows Reeds *specified by name*, in descriptions of homes for sale or rent, clear indication of their quality, preference and long-life.

Reed RVU Attic Fans

RVU-24	5,300 CFM
RVU-30	6,900 CFM
RVU-36	9,750 CFM
RVU-42	11,700 CFM



Reed "packaged" vertical discharge attic fans require a minimum of attic space, are simple and easy to install. Their certified air delivery is quiet and powerful. Four stock sizes for any size attic ventilation requirement.

Dealerships Open in Some Localities
WRITE FOR INFORMATION

Reed
UNIT-FANS, INC.
1001 St. Charles Ave.
New Orleans, La.

REED UNIT-FANS, INC.
1001 St. Charles Ave., Dept. S
New Orleans, La.
Gentlemen:
Please send me further information about Reed Attic Fans.
Name
Address
City State

THE T. H. ROGERS LUMBER COMPANY
Oklahoma City, Oklahoma

July 22, 1952

A & F Tileboard Company
P. O. Box 4105
Alexandria, Louisiana

Gentlemen:

We readily exercise the American prerogative to "grion", yet we often neglect to comment to our source of supply the pleasure of doing business with them.

For several years we have completely handled A & F Tileboard. Your product is reasonably priced. The quality and beauty is such that it is a pleasure to recommend its use.

The promptness of your deliveries keep our inventories low and the eye appeal of the merchandise tends to sell itself.

Just want you to know we appreciate being one of your customers.

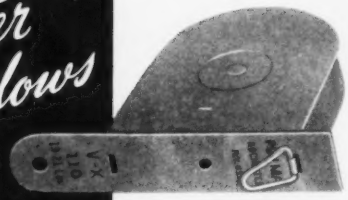
Sincerely,
J. C. Kennedy Jr.
President and General Manager

WK:jrw

AF60

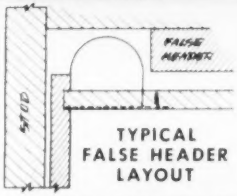
A & F TILEBOARD CO., INC
ALEXANDRIA, LA.

Better Windows



TRULY COUNTERBALANCED

- lower cost
- installed faster
- for better styling



TYPICAL FALSE HEADER LAYOUT

LIFETIME GUARANTEE

Pullman Sash Balances are guaranteed against imperfect workmanship or materials for the life of the building in which they're installed.

Inexpensive windows make an excellent selling point when they're hung with Pullman Sash Balances. Weathertight, noiseless, trouble-free operation. Alert architects now specifying them for homes, schools, hospitals—all kinds of commercial and industrial buildings. The Pullman method permits quick installation (10 to 15 minutes per window), uniform mortise size—wide scope in window design, maximum light area. Write today for full specs: Pullman Manufacturing Corp., 525 Hollenbeck St., Rochester 5, N. Y.

PULLMAN *Sash Balances*

ADVERTISING RATES

Size of Space	1 Time	6 Times	12 Times
1 Page	$225.00	$205.00	$185.00
2/3 Page	175.00	160.00	145.00
1/2 Page (Island)	140.00	130.00	120.00
1/2 Page	125.00	115.00	105.00
1/3 Page	95.00	87.50	80.00
1/4 Page	75.00	67.50	60.00
1/6 Page	55.00	50.00	45.00
1/8 Page	45.00	40.00	35.00

Covers and Special Positions — Rates on request

CLASSIFIED — $7.50 per column inch per insertion.

COLORS — Black and red, per page, extra $50.00; orange, yellow, blue and green, per page, extra $80.00; Metallic inks and matched colors—rates on request.

BLEED PAGES — per page, extra $15.00

Page is 2 columns, each column 3½ by 10 inches, or 3 columns, each column 2¼ by 10 inches.

Published monthly; issued 5th of publication month. Last forms close 14th of preceding month. If proofs are desired, copy and cuts must be received by 10th of preceding month; complete plates by 22nd of preceding month, providing space reservation received by 14th preceding month.

Southern Building Supplies

Published by
W. R. C. SMITH PUBLISHING COMPANY
806 Peachtree St. Atlanta 5, Georgia

with LUDMAN Auto-Lok WOOD WINDOWS Everybody Profits!

Dealer...

AUTO-LOK is the pay-off window! *Sells on sight!* The greatest advance in window design in over 30 years! Easy to handle. No parts to lose. Quickly available. Priced to sell.

Builder...

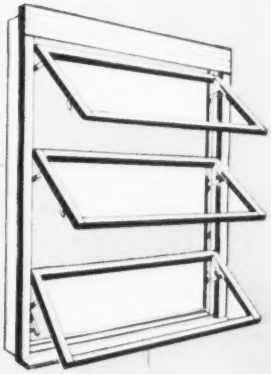
installing *the window women want most* adds sales appeal to new homes. Easiest to install — delivered completely assembled!

Architect...

most *prize winning* home designs have modern awning windows!

Home Owner...

protects home resale value with lifetime windows. Enjoys *the perfect window for every climate*, with all these exclusive features...



TIGHTEST CLOSING WINDOW
Ever Made
SEALS ITSELF SHUT LIKE A REFRIGERATOR

FEATURES

TIGHTEST CLOSING...10 times tighter than ordinary windows!

PATENTED AUTOMATIC SELF-LOCKING on full weatherstripping

EXTRA SAFETY-LOK doubles security

FRESH AIR NITE-VENT ventilation plus protection

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PERFECT VENTILATION... even while it's raining. Opens widest — to almost 90°

PRACTICAL BEAUTY narrow, graceful lines

CONCEALED HARDWARE...no unsafe, unsightly mechanism

FINGERTIP CONTROL...precision built, rustproof, self-adjusting

EASIEST TO CLEAN...outside from the inside, top sash too!

INSIDE SCREENS AND STORM SASH just flip the clips to change

Put an Auto-Lok sample on your sales floor.

A 3-minute demonstration will convince you that AUTO-LOK SELLS ON SIGHT!

And — the greatest national advertising program in wood window history is under way to help you sell AUTO-LOK.

MAIL THIS COUPON TODAY

LUDMAN Corporation
Box 4541, Dept S811, Miami, Florida

Please send me, without obligation, the booklet, "WHAT IS IMPORTANT IN A WINDOW" and complete information on the Ludman Products checked here:

- ☐ Auto-Lok Wood Windows
- ☐ Auto-Lok Aluminum Windows
- ☐ Ludman Windo Tite Jalousies
- ☐ Ludman Jalousie Doors

I am a . . . Dealer ☐ Builder ☐ Architect ☐ Other _____

Name _____

Address _____

City _____ State _____

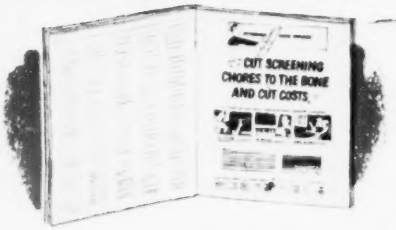
LUDMAN LEADS THE WORLD IN WINDOW ENGINEERING

Especially for You...

BIGGEST CAMPAIGN IN SCREENCLOTH HISTORY

Double-barrelled power!

1 BIG SPACE Local Newspaper Advertising



Tested last year, localized Lumite Screening advertising helped move more Lumite and other Spring clean-up, paint-up, fix-up supplies for over 2200 dealers. Available again this year in many more cities and counties. (See list below.) If the main center of our trading area is listed, ask your jobber how you can get your name signed to this big campaign.

2 BIG NATIONAL Advertising Campaign

Next Spring, such great homemaker magazines as *Better Homes & Gardens, American Home, Small Homes Guide, Sunset, Farm Journal, Progressive Farmer, Popular Mechanics, Popular Science Monthly, Mechanix Illustrated, Family Handyman, Home Maintenance & Improvement* will carry a strong Spring Lumite Screening campaign. It will deliver many thousands of messages right into your territory. And if you are in one of the key newspaper areas, you'll have the strong tie-in of the local advertising to tell your customers where to buy Lumite—in your store.

Ask Your Jobber!

If you find the name of your main trading area center listed. You may be eligible to sign the big Lumite advertisements.

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Birmingham
Mobile

CALIFORNIA
Long Beach
Los Angeles
Oakland
San Diego

CONNECTICUT
Bridgeport
Hartford
New Haven

DELAWARE
Wilmington

FLORIDA
Jacksonville
Miami
Orlando
Pensacola
St. Petersburg
Tampa
West Palm Beach

ILLINOIS
Joliet

INDIANA
Evansville
Fort Wayne
Indianapolis

MAINE
Portland

MARYLAND
Baltimore

MASSACHUSETTS
Boston
Cape Cod
Springfield

MICHIGAN
Detroit
Grand Rapids

MISSOURI
St. Louis

NEW JERSEY
Asbury Park
Newark

NEW YORK
Albany
Binghamton
Buffalo
Hempstead
New York
Rochester
Schenectady
Staten Island
Syracuse
Troy
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Fond du Lac
Green Bay
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Guaranteed by Good Housekeeping

LUMITE*

SARAN SCREEN CLOTH

*Registered trade-mark

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